Q1. In general, would you describe yourself as a spor	, 0		Fanch:-	Category		Ger	ndor.			70		1	Res	ion			LTI	hnicity			F.J	cation
			Fansnip	Category		Ger	iaer		A	ge			Keg	ion			Afr	nnicity	1	1	Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	Atr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Yes	71%	99%	98%	80%	19%	81%	61%	78%	75%	65%	63%	76%	71%	71%	67%	68%	78%	78%	68%	64%	70%	74%
No	28%	1%	2%	19%	78%	19%	36%	20%	24%	34%	36%	22%	28%	28%	32%	31%	21%	21%	30%	32%	29%	25%
Don't Know/Refused	1%	0%	0%	1%	3%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	3%	2%	1%
Q2KEY. Regardless of whether people call themselves	s sports fans or n	not. mai	l Iv people en	gage in sr	orts relate	d activit	ties. For	each of	the follo	owing ac	tivities.	nlease s	elect th	e catego	rv whic	h best de	escribes vour	narticina	tion. (RC	TATE O	 2-09)	
Q2. Watch live sports on the television or another pla	•	iot, iliai	iy people en	Page III of	JOI LO I CIUTE	u uctivi		cucii oi	the folia	Julia ac	civicies,	picase s	cicci tii	cutcho	<b>y</b>	iii best u	serioes your	participa	tioni (itt	/IAIL QL	- 401	
			Fanship	Category		Ger	nder		Α	ge			Reg	ion			Eti	hnicity			Edu	cation
							_						_				Afr					
	Total	Avid	Involved	Casual	Nonfan	M	F		<b>35-49</b> 23%		<b>65+</b> 12%	NE 27%	<b>S</b> 19%	MW	W		Amer/Black	Latino	Asian	Other 17%	No degree	Bachelors'+
Every day or almost every day	20%	76% 23%	17%	4% 53%	0%	29% 42%	11% 37%	27% 36%	43%	15% 39%	41%	41%	37%	19% 41%	17%	18% 41%	29% 37%	24%	22% 39%	38%	18% 40%	25% 39%
About once or twice a week	39%	1%	75% 7%	34%	5% 11%	12%	17%	15%	13%	39% 14%	14%	12%	15%	15%	41% 14%	13%		37% 17%	9%	22%	40% 15%	13%
About once or twice a month	14%	0%	1%	34% 8%	42%	9%	19%		13%	17%	17%	10%	17%	15%	15%	15%	14% 11%		17%	13%	15%	13%
Less than once a month	12%	0%			42%		16%	12%	9%	15%	15%	10%		12%				15%		11%		
Never	12%	0%	0%	0%	42%	8%	16%	10%	9%	15%	15%	11%	12%	12%	14%	14%	10%	7%	12%	11%	13%	10%
Q3. Listen to live sports on the radio or through anot	her device				<u> </u>												<u> </u>				<u> </u>	
			Fanship	Category		Ger	nder		Α	ge			Reg	ion			Eti	hnicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Every day or almost every day	11%	52%	5%	0%	0%	16%	7%	16%	14%	8%	5%	17%	11%	10%	9%	10%	18%	14%	10%	9%	9%	16%
About once or twice a week	22%	38%	49%	8%	0%	27%	18%	26%	27%	16%	18%	26%	21%	22%	21%	20%	23%	30%	23%	25%	22%	23%
About once or twice a month	14%	7%	22%	25%	1%	14%	14%	13%	15%	15%	13%	14%	14%	17%	12%	15%	9%	14%	13%	13%	13%	16%
Less than once a month	19%	2%	16%	33%	21%	17%	21%	17%	18%	21%	23%	13%	20%	22%	20%	20%	17%	17%	19%	24%	21%	16%
Never	33%	2%	7%	34%	77%	26%	40%	28%	27%	40%	41%	31%	34%	29%	38%	35%	33%	26%	35%	29%	35%	28%
Q4. Watch or listen to sports news on the television,	radio or anotho	r platfo	rm	<u> </u>		<u> </u>	<u> </u>		<u> </u>			<u> </u>	<u> </u>					<u> </u>				
Q4. Water of listen to sports news on the television,	radio, or anothe	piatro		Category		Ger	nder		Α	ge			Reg	ion			Eti	hnicity			Edu	cation
																	Afr	,				I
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Every day or almost every day	24%	79%	27%	5%	0%	35%	13%	25%	26%	21%	21%	30%	22%	26%	20%	22%	31%	25%	22%	19%	21%	30%
About once or twice a week	31%	20%	63%	41%	2%	34%	29%	35%	32%	28%	30%	32%	31%	32%	31%	30%	32%	35%	31%	33%	32%	30%
About once or twice a month	13%	1%	9%	33%	7%	10%	16%	13%	13%	14%	12%	11%	14%	14%	12%	13%	12%	14%	8%	19%	13%	13%
Less than once a month	14%	0%	1%	17%	33%	10%	18%	11%	14%	16%	17%	11%	15%	12%	16%	14%	11%	11%	21%	16%	15%	12%
Never	18%	0%	0%	5%	58%	12%	24%	16%	15%	22%	20%	15%	18%	17%	21%	20%	13%	15%	17%	13%	19%	15%

								WIOL .	, 1.570													
Q5. Watch or listen to sports talk shows on the to	elevision, radio, pod	casts, or	r another pla	tform																		
			Fanship	Category		Gei	nder		Α	ge			Reg	gion				nicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49		65+	NE	S	MW	W	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors
Every day or almost every day	18%	71%	14%	1%	0%	27%	9%	24%	21%	13%	10%	24%	17%	16%	15%	15%	27%	21%	17%	14%	16%	22%
About once or twice a week	26%	27%	62%	17%	0%	30%	22%	30%	27%	22%	21%	31%	25%	27%	22%	23%	30%	30%	32%	22%	25%	27%
About once or twice a month	14%	1%	18%	31%	3%	12%	16%	14%	15%	15%	12%	10%	15%	17%	13%	13%	12%	15%	14%	29%	15%	13%
Less than once a month	15%	0%	4%	28%	23%	11%	19%	11%	14%	17%	19%	12%	15%	14%	17%	16%	14%	13%	12%	11%	15%	14%
Never	28%	0%	2%	23%	74%	20%	35%	20%	22%	33%	38%	24%	27%	26%	32%	32%	17%	21%	25%	24%	29%	24%
Q6. Check the scores of live sporting events or us	e a mobile device to	keep tr	ack of sports	<u>                                       </u>																		
<u></u>			•	Category		Gei	nder		А	ge			Re	gion			Eti	nicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49		65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'
Every day or almost every day	25%	84%	28%	5%	1%	38%	12%	31%	29%	18%	17%	31%	24%	25%	21%	21%	36%	28%	30%	20%	22%	32%
About once or twice a week	28%	16%	61%	35%	1%	30%	27%	28%	33%	27%	26%	31%	28%	29%	26%	28%	26%	30%	22%	38%	29%	28%
About once or twice a month	12%	0%	9%	30%	6%	8%	16%	14%	11%	10%	13%	10%	12%	13%	13%	12%	11%	15%	12%	10%	13%	11%
Less than once a month	12%	0%	1%	19%	25%	10%	15%	10%	10%	16%	14%	11%	13%	11%	14%	13%	10%	10%	14%	16%	13%	11%
Never	22%	0%	1%	12%	67%	15%	29%	16%	17%	29%	30%	16%	23%	23%	26%	25%	18%	16%	22%	16%	24%	19%
		<u> </u>				<u> </u>					ļ		<u> </u>			L						
Q7. Engage in fantasy sports												1										
			Fanship	Category	1	Gei	nder		A	ge	ı		Re	gion				nicity	1	1	Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'
Every day or almost every day	6%	32%	2%	0%	0%	10%	3%	13%	7%	3%	1%	12%	5%	7%	5%	5%	8%	9%	6%	7%	5%	10%
About once or twice a week	11%	35%	13%	2%	0%	14%	7%	18%	14%	5%	3%	15%	10%	11%	8%	9%	13%	17%	11%	5%	10%	12%
About once or twice a month	7%	13%	14%	6%	0%	8%	7%	12%	12%	3%	2%	6%	8%	7%	7%	6%	10%	9%	12%	9%	7%	8%
Less than once a month	11%	8%	19%	12%	5%	11%	11%	13%	12%	13%	6%	10%	11%	11%	12%	9%	11%	14%	19%	15%	12%	10%
Never	64%	13%	53%	80%	95%	56%	72%	45%	55%	77%	88%	56%	65%	64%	69%	70%	58%	51%	52%	64%	66%	61%
Q8. Bet on sporting events	*	•		•				•		•	•	•					*		•	•	•	
			Fanship	Category		Gei	nder		А	ge			Re	gion			Eti	nicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34		50-64	65+	NE	S	MW	W	White			Asian	Other	No degree	Bachelors'
Every day or almost every day	5%	19%	2%	1%	0%	8%	1%	9%	5%	2%	1%	9%	4%	5%	2%	3%	9%	7%	3%	3%	4%	6%
About once or twice a week	11%	31%	15%	3%	0%	15%	7%	17%	15%	5%	2%	17%	11%	10%	8%	8%	13%	18%	12%	12%	10%	13%
About once or twice a month	9%	15%	13%	8%	2%	10%	7%	11%	12%	5%	4%	8%	9%	9%	9%	7%	11%	11%	12%	6%	9%	8%
Less than once a month	14%	13%	20%	15%	7%	14%	13%	14%	16%	14%	10%	12%	13%	15%	14%	13%	13%	14%	18%	23%	14%	12%
Never	62%	22%	49%	74%	91%	53%	71%	49%	51%	73%	83%	54%	64%	61%	67%	68%	53%	51%	55%	56%	63%	61%
Q9. Talk about sports with your friends and fami	v whather in nerson	online	or via toyt																			
Q3. Talk about sports with your menus and famili	whether in person			Category	,	Ge	nder		Δ	ge			Res	gion			Ftl	nicity			Edu	cation
			Tunsinp	Lucegoiy		- 00	T			1		1	Ι,	1			Afr	l		1	Luu	1
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	s	MW	w	White		Latino	Asian	Other	No degree	Bachelors'
Every day or almost every day	22%	71%	27%	3%	0%	30%	14%	29%	27%	15%	12%	25%	22%	22%	18%	19%	30%	25%	21%	22%	20%	25%
About once or twice a week	33%	27%	61%	43%	2%	35%	31%	33%	34%	32%	32%	38%	31%	33%	31%	32%	34%	35%	31%	32%	32%	34%
About once or twice a month	14%	2%	8%	34%	9%	12%	16%	14%	14%	15%	15%	13%	15%	15%	14%	15%	11%	14%	9%	14%	14%	14%
Less than once a month	15%	0%	3%	16%	37%	12%	19%	12%	14%	17%	21%	10%	17%	15%	17%	16%	10%	13%	23%	20%	16%	14%
Never	16%	0%	1%	4%	52%	11%	20%	13%	11%	21%	20%	14%	15%	15%	19%	17%	14%	13%	15%	13%	17%	12%

Q2 - Q9. Computed Fanship Category			Fanshin	Category		Ger	nder		Λ	ge			Reg	zion			F+I	hnicity			Edu	cation
			ransinp	Category		Gei	l		1	1	1		IVEE	1			Afr	lincity			Luu	I
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Avid	19%	100%	0%	0%	0%	29%	10%	29%	25%	11%	7%	27%	19%	19%	15%	17%	27%	26%	19%	11%	16%	26%
Involved	26%	0%	100%	0%	0%	30%	22%	26%	29%	24%	24%	28%	26%	24%	24%	23%	29%	27%	29%	40%	26%	26%
Casual	27%	0%	0%	100%	0%	23%	30%	22%	23%	30%	34%	24%	24%	31%	29%	29%	24%	24%	20%	22%	28%	24%
Nonfan	28%	0%	0%	0%	100%	19%	38%	23%	24%	34%	35%	21%	31%	25%	32%	31%	20%	23%	31%	28%	30%	24%
		<u> </u>															l				l	
Q10. Regardless of how much of a sports fan you are, wo	uld you con	sider yo			fan, or not			1				1				1						
			Fanship	Category		Ger	ider		A	ge			Reg	gion				hnicity		1	Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Yes, a football fan	72%	97%	92%	81%	31%	81%	64%	75%	76%	68%	70%	74%	72%	75%	69%	72%	76%	76%	57%	75%	72%	75%
No, not a football fan	24%	2%	7%	17%	63%	17%	31%	21%	22%	28%	28%	23%	24%	23%	29%	25%	20%	19%	43%	24%	25%	23%
Don't Know/Refused	3%	1%	1%	3%	7%	2%	4%	4%	2%	4%	2%	3%	4%	2%	2%	3%	3%	5%	0%	1%	3%	2%
																	ļ				ļ	
Q11. In terms of being a fan, would you say that football	is your favo	rite spoi			our favorit			d you sa			t have a	favorite									1	
			Fanship	Category		Ger	nder		Α	ge	1		Reg	gion	1			nnicity	1	1	Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Football	50%	77%	62%	51%	20%	57%	43%	50%	56%	49%	43%	52%	52%	51%	44%	49%	54%	56%	29%	50%	50%	49%
Other sport	32%	20%	33%	38%	32%	30%	33%	36%	27%	30%	33%	33%	30%	31%	34%	30%	31%	30%	51%	32%	31%	34%
Do not have a favorite sport	19%	2%	5%	11%	49%	13%	24%	14%	17%	21%	24%	15%	18%	18%	22%	20%	15%	14%	20%	18%	19%	17%
Q12. (If Q11 = Other Sport) Which of the following is you	r favorite sp	ort?																				
			Fanship	Category		Ger	nder		Α	ge			Reg	gion			Etl	hnicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49		65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Baseball	22%	19%	24%	23%	20%	22%	22%	11%	25%	28%	30%	23%	17%	27%	25%	28%	8%	24%	6%	18%	20%	26%
Basketball	28%	48%	34%	25%	17%	29%	28%	39%	27%	21%	20%	29%	32%	25%	25%	19%	64%	19%	49%	38%	31%	23%
Hockey	10%	13%	10%	10%	9%	10%	10%	7%	13%	14%	8%	13%	9%	10%	10%	14%	1%	6%	5%	10%	9%	13%
Tennis	5%	3%	5%	6%	5%	5%	6%	6%	5%	4%	7%	6%	7%	3%	4%	3%	6%	10%	10%	6%	4%	8%
Soccer	11%	7%	10%	11%	13%	7%	14%	18%	10%	7%	4%	10%	12%	10%	10%	9%	9%	22%	5%	10%	10%	13%
Golf	3%	3%	4%	4%	2%	4%	2%	1%	1%	2%	9%	2%	3%	4%	4%	5%	0%	0%	2%	0%	3%	4%
Other	20%	6%	13%	21%	33%	23%	18%	18%	18%	24%	23%	18%	19%	20%	24%	22%	12%	20%	24%	18%	24%	13%
Q13. Now turning to the topic of the Super Bowl, do you	nlan en+	china *L	o novt for	r Povel are	Fohr:	1 2024	,	<u> </u>	ļ	<u> </u>	ļ			<u> </u>		<u> </u>	L	<u> </u>	Ļ	<u> </u>	<u> </u>	
Q13. Now turning to the topic of the Super Bowl, do you	pian on wat	Linnig th	Fanship		repluary 1	.1, 2024 Ger			Λ	ge			Reg	zion		I	E+1	hnicity			Edu	cation
			ransinp	Category		Gel	iaci			, se			neg	,,,,,,			Afr	l			Lau	Lucion
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Yes	75%	99%	93%	82%	36%	81%	69%	79%	81%	70%	67%	81%	73%	76%	73%	72%	81%	82%	71%	78%	74%	77%
No	16%	1%	2%	9%	45%	12%	20%	14%	12%	19%	20%	13%	17%	15%	17%	19%	10%	9%	24%	10%	16%	15%
Don't Know/Refused	9%	1%	4%	9%	19%	7%	11%	7%	7%	11%	13%	6%	10%	9%	10%	9%	9%	9%	6%	12%	9%	8%
Q14. If you could only pick one of the following, which d	o you feel is	the mos	t interesting	part of t	he Super B	owl?		•		•							•	•		•	•	•
			Fanship	Category		Ger	nder		Α	ge			Reg	gion			Eti	hnicity			Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
The game	52%	78%	66%	53%	19%	66%	38%	50%	52%	52%	54%	59%	49%	54%	49%	51%	59%	51%	48%	52%	50%	56%
The commercials/advertisements	19%	10%	13%	22%	28%	14%	23%	18%	17%	23%	19%	16%	19%	21%	19%	21%	13%	17%	19%	16%	19%	19%
The half-time show	21%	9%	17%	21%	34%	12%	30%	27%	24%	16%	16%	20%	23%	18%	22%	19%	22%	29%	25%	22%	23%	17%
	1%	2%	3%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%	2%	0%	1%	1%	2%
Tine pre-game coverage																						
The pre-game coverage Other	1%	0%		2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	0%	3%	5%		1%
Other None			1% 1%		1	1% 5%	1% 6%	1% 3%	2% 3%	1% 7%	1% 8%	1% 3%	1% 6%			_	1% 5%	0% 1%	3% 5%		1% 5%	1% 5%

Q15. Thinking about the importance of the Super Bowl in yo	ur own li	fe, how	important is	the Supe	r Bowl to y	ou?																
			Fanship	Category		Ger	nder		Α	ge			Re	gion			Eth	nnicity			Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Very important	20%	56%	25%	11%	1%	26%	15%	27%	24%	19%	9%	24%	20%	20%	19%	17%	29%	27%	16%	19%	20%	22%
Somewhat important	33%	36%	52%	38%	10%	35%	32%	33%	37%	33%	29%	36%	32%	35%	31%	32%	34%	36%	40%	35%	34%	32%
Total Important	53%	92%	77%	49%	11%	61%	47%	60%	61%	52%	38%	60%	52%	55%	50%	49%	63%	63%	56%	54%	54%	54%
Not very important	26%	7%	18%	39%	32%	23%	28%	23%	22%	25%	34%	22%	27%	24%	28%	28%	22%	22%	24%	22%	26%	25%
Not at all important	21%	1%	6%	12%	56%	16%	26%	17%	16%	23%	28%	17%	21%	21%	22%	23%	14%	15%	20%	24%	21%	21%
Total Not Important	47%	8%	24%	51%	88%	39%	54%	40%	38%	48%	62%	39%	48%	45%	50%	51%	36%	37%	44%	46%	47%	46%
Total Not Important	47/0	676	24/0	31/6	8676	3376	34/0	40%	36/6	40%	02/6	3376	40%	43/6	30%	31/6	30%	37/6	44/0	40%	47/6	40%
Q16. Continuing to think about how important the Super Bo	wl is to v	ou. wou	ld vou consi	der the Si	uper Bowl a	a nation	al holid	av. or no	t?	1		1							1		I	I
<u></u>			•	Category			nder	<u>,,</u>		ge			Re	gion			Eth	nicity			Edu	cation
				,						Ĭ			1	1			Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Yes	36%	72%	46%	27%	12%	42%	30%	47%	41%	31%	21%	41%	34%	35%	37%	33%	42%	45%	35%	38%	36%	38%
No	59%	26%	50%	69%	81%	54%	64%	47%	55%	65%	74%	55%	61%	61%	58%	64%	53%	48%	61%	53%	59%	59%
Don't know	5%	2%	4%	4%	7%	4%	5%	6%	3%	4%	5%	4%	5%	5%	4%	4%	5%	7%	4%	9%	5%	3%
			.,,	.,,		.,.				.,.		.,.			.,,	.,.		.,,	.,.			
Q17. Thinking about the following Super Bowl foods, which	of the fol	lowing i	s your favor	ite food to	eat on Su	per Bov	vl Sunda	ıv?	!												J	ļ.
<u> </u>		Ī	Fanship				nder	ĺ	Α	ge			Re	gion			Eth	nicity			Edu	cation
										Ĭ							Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Chicken wings	25%	30%	27%	24%	21%	25%	26%	30%	26%	24%	19%	32%	26%	24%	21%	20%	43%	29%	31%	23%	26%	22%
Nachos	8%	7%	9%	8%	9%	7%	9%	9%	11%	7%	5%	5%	9%	9%	9%	8%	7%	9%	10%	9%	8%	8%
Pizza	23%	25%	24%	22%	22%	25%	21%	21%	22%	24%	27%	30%	20%	24%	22%	24%	18%	25%	22%	22%	23%	25%
Chili	2%	2%	3%	2%	2%	3%	2%	1%	1%	4%	3%	1%	2%	4%	2%	3%	1%	2%	0%	1%	2%	2%
Pigs in a blanket	2%	1%	2%	2%	2%	1%	3%	4%	2%	1%	1%	3%	2%	2%	2%	2%	1%	2%	1%	1%	2%	2%
Chips and dip	12%	8%	11%	15%	11%	9%	14%	11%	12%	11%	13%	8%	13%	11%	13%	14%	8%	9%	6%	9%	11%	13%
Cheese and crackers	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%	2%	0%	1%	4%	1%	1%	2%
Subs/sandwiches	6%	4%	7%	7%	5%	6%	6%	3%	4%	8%	8%	5%	6%	5%	6%	6%	6%	3%	4%	18%	6%	5%
Burgers	8%	8%	9%	6%	7%	9%	6%	11%	6%	5%	6%	6%	9%	7%	8%	7%	7%	10%	14%	7%	8%	7%
BBQ	6%	9%	5%	7%	5%	8%	5%	5%	8%	6%	6%	4%	7%	6%	8%	7%	7%	7%	6%	1%	6%	6%
Cookies, brownies, and other desserts	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	0%	1%	0%	1%	1%	2%
Garbage bread/Stuffed bread	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Other	4%	1%	2%	3%	10%	4%	4%	2%	3%	6%	7%	3%	4%	4%	6%	5%	3%	2%	1%	6%	4%	5%
Q18. Putting aside your favorite Super Bowl food, which of t	he remai	ning foo	ds would yo	u say is y	our second	favorit	e?	•	•	•		•			•	•			•	•	•	•
			Fanship	Category		Ger	nder		Α	ge			Re	gion				nicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Chicken wings	15%	18%	16%	14%	13%	16%	15%	16%	17%	14%	13%	14%	16%	14%	15%	13%	20%	20%	10%	20%	16%	13%
Nachos	11%	9%	10%	13%	12%	9%	13%	12%	12%	12%	7%	9%	12%	13%	10%	11%	11%	12%	11%	13%	12%	9%
Pizza	20%	23%	20%	22%	17%	22%	19%	21%	18%	22%	21%	21%	20%	20%	22%	19%	22%	21%	27%	22%	21%	20%
Chili	3%	2%	4%	3%	3%	3%	3%	2%	2%	2%	5%	4%	2%	4%	3%	3%	3%	2%	1%	2%	3%	3%
Pigs in a blanket	2%	2%	2%	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%	1%	2%	2%	1%	3%	0%	4%	2%	2%
Chips and dip	12%	13%	12%	11%	11%	11%	13%	12%	13%	11%	11%	11%	12%	13%	11%	12%	12%	12%	8%	10%	11%	14%
Cheese and crackers	3%	2%	3%	4%	3%	3%	3%	2%	3%	3%	4%	4%	2%	4%	3%	4%	1%	1%	0%	2%	3%	4%
Subs/sandwiches	8%	8%	9%	8%	8%	7%	9%	4%	7%	10%	13%	9%	9%	8%	7%	9%	9%	7%	7%	2%	8%	8%
Burgers	10%	12%	10%	10%	10%	13%	8%	13%	11%	7%	11%	11%	12%	10%	8%	10%	10%	12%	11%	8%	10%	10%
BBQ	6%	5%	8%	7%	6%	7%	6%	6%	8%	7%	5%	5%	7%	4%	9%	6%	6%	7%	15%	5%	7%	6%
Cookies, brownies, and other desserts	5%	4%	4%	4%	7%	4%	6%	7%	4%	4%	4%	5%	4%	6%	5%	5%	4%	3%	7%	5%	4%	6%
Garbage bread/Stuffed bread	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%
Other	3%	0%	2%	2%	7%	3%	2%	1%	3%	5%	4%	2%	2%	3%	4%	3%	2%	1%	2%	5%	3%	3%

Q17 + Q18 Combined: Favorite Super Bowl food			Familia 4	C-4		<b>C</b>		ı									Fall				F-1	
			Fanship (	Category		Ger	nder		A	ge			Reg	ion				nicity	1	1	Edu	cation
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Chicken wings	40%	48%	43%	38%	34%	41%	41%	46%	43%	38%	32%	46%	42%	38%	36%	33%	63%	49%	41%	43%	42%	35%
Nachos	19%	16%	19%	21%	21%	16%	22%	21%	23%	19%	12%	14%	21%	22%	19%	19%	18%	21%	21%	22%	20%	17%
Pizza	43%	48%	44%	44%	39%	47%	40%	42%	40%	46%	48%	51%	40%	44%	44%	43%	40%	46%	49%	44%	44%	45%
Chili	5%	4%	7%	5%	5%	6%	5%	3%	3%	6%	8%	5%	4%	8%	5%	6%	4%	4%	1%	3%	5%	5%
Pigs in a blanket	4%	3%	4%	4%	5%	3%	6%	7%	4%	3%	3%	6%	4%	3%	4%	4%	2%	5%	1%	5%	4%	4%
Chips and dip	24%	21%	23%	26%	22%	20%	27%	23%	25%	22%	24%	19%	25%	24%	24%	26%	20%	21%	14%	19%	22%	27%
Cheese and crackers	5%	4%	4%	6%	5%	4%	5%	3%	5%	5%	6%	5%	3%	6%	5%	6%	1%	2%	4%	3%	4%	6%
Subs/sandwiches	14%	12%	16%	15%	13%	13%	15%	7%	11%	18%	21%	14%	15%	13%	13%	15%	15%	10%	11%	20%	14%	13%
Burgers	18%	20%	19%	16%	17%	22%	14%	24%	17%	12%	17%	17%	21%	17%	16%	17%	17%	22%	25%	15%	18%	17%
BBQ	12%	14%	13%	14%	11%	15%	11%	11%	16%	13%	11%	9%	14%	10%	17%	13%	13%	14%	21%	6%	13%	12%
Cookies, brownies, and other desserts	6%	5%	5%	6%	9%	5%	8%	8%	5%	5%	6%	6%	5%	7%	7%	7%	4%	4%	7%	6%	5%	8%
Garbage bread/Stuffed bread	0%	1%	1%	0%	2%	1%	0%	2%	0%	0%	0%	2%	1%	0%	0%	1%	0%	0%	2%	0%	0%	1%
Other	7%	1%	4%	5%	17%	7%	6%	3%	6%	11%	11%	5%	6%	7%	10%	8%	5%	3%	3%	11%	7%	8%
Q19KEY. In the following questions, we're going to ask you al	out the	greates	t Super Bow	l games, ¡	olays, comr	nercials	, and ha	lftime sl	hows. Fo	r each q	uestion	, please	indicate	which	of the r	sponse	choices you vi	ew to be	the grea	itest.	•	•
Q19. In your view, which of the following is the greatest Supe	r Bowl f	rom the	early period	1 (1967-19	999)?																	
			Fanship (	Category		Ger	nder		A	ge			Reg	ion			Eth	nicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
III (1969) Jets 16-7 Colts – remembered for the victory of the																						
underdog AFL Jets over the favored NFL Colts	12%	15%	16%	9%	7%	16%	8%	9%	10%	9%	20%	16%	10%	14%	8%	14%	7%	10%	4%	4%	10%	15%
X (1976) Steelers 21-17 Cowboys – remembered as the first																						
Super Bowl in the Steelers-Cowboys rivalry	15%	20%	14%	16%	10%	14%	15%	18%	13%	14%	11%	18%	17%	9%	14%	15%	15%	16%	15%	6%	15%	13%
XIII (1979) Steelers 35-31 Cowboys – remembered as the first																						
"rematch" in Super Bowl history	11%	12%	14%	12%	7%	12%	11%	11%	10%	14%	10%	10%	14%	10%	8%	11%	13%	12%	7%	12%	11%	11%
XXIII (1989) 49ers 20-16 Bengals – remembered for Joe																						
Montana and John Taylor's fourth-quarter game-winning	19%	24%	21%	24%	10%	20%	18%	15%	23%	22%	17%	12%	17%	21%	27%	19%	16%	21%	18%	23%	19%	20%
drive																						
XXV (1991) Giants 20-19 Bills – remembered for the Giants																						
becoming the first team to win Super Bowl by one point	17%	24%	24%	16%	8%	19%	16%	21%	22%	14%	9%	26%	15%	17%	15%	15%	23%	18%	20%	23%	17%	17%
after Scott Norwood's missed field goal																						
Don't Know/Refused	27%	5%	11%	23%	58%	20%	33%	25%	22%	28%	33%	19%	27%	29%	29%	27%	26%	22%	36%	30%	28%	23%
, , , , , , , , , , , , , , , , , , , ,																						
Q20. How about from the modern period? Which of the follow	wing is t	he great	est modern	Super Bo	wl (2000-20	023)?											!				Į	Į.
,		_	Fanship (				nder		A	ge			Reg	ion			Eth	nicity			Edu	cation
			·														Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
XXXIV (2000) Rams 23-16 Titans – remembered for the "Dot- com" ads and Mike Jones's "One Yard Short"	8%	12%	11%	6%	5%	9%	7%	9%	10%	7%	6%	7%	8%	10%	9%	9%	8%	8%	8%	4%	8%	9%
XLII (2008) Giants 17-14 Patriots – remembered for the Giants' underdog victory and David Tyree's "Helmet Catch"	19%	28%	24%	17%	10%	25%	13%	19%	21%	16%	19%	30%	19%	18%	13%	19%	19%	22%	15%	17%	18%	22%
XLIII (2009) Steelers 27-23 Cardinals – remembered for Santonio Holmes's game-winning touchdown catch	11%	14%	15%	12%	6%	11%	12%	11%	13%	12%	9%	13%	11%	12%	10%	12%	12%	12%	2%	16%	12%	9%
XLIX (2015) Patriots 28-24 Seahawks – remembered for Malcolm Butler's Goal Line interception	13%	17%	15%	15%	6%	14%	11%	14%	13%	13%	11%	11%	11%	12%	18%	12%	13%	14%	17%	16%	12%	13%
LI (2017) Patriots 34-28 Falcons – remembered for the																						
Patriots performing the largest comeback in Super Bowl	26%	28%	29%	31%	18%	24%	28%	30%	26%	25%	21%	22%	29%	27%	24%	25%	26%	30%	25%	25%	27%	25%
history		1																	1	]		
Don't Know/Refused	23%	2%	6%	19%	56%	17%	29%	18%	16%	28%	34%	17%	23%	22%	27%	24%	23%	16%	33%	22%	24%	21%
	2070	-/-	0,0	2370	30,0	2.,,3		10,0	2073	2073	3.,,	27.73	20,0			,,	23/3	2073	5575		2.,,,	/-

Q21. Turning to memorable plays, in your view, which of the		Ī	Fanship	Category		Ger	nder		Λ.	ge			Rec	ion			F+h	nicity			Edu	cation
			ransinp	category		Gei	luei			ge			Neg	,1011			Afr	illicity		$\overline{}$	Luu	l
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
X (1976) Lynn Swann's catch after deflection by Mark	14%	21%	16%	15%	7%	19%	10%	11%	10%	19%	18%	20%	13%	14%	11%	16%	11%	12%	11%	10%	13%	17%
Washington									1070	1370							·	12/0				
XVII (1983) John Riggins's 43-yard touchdown run	9%	12%	12%	9%	4%	11%	7%	9%	8%	8%	10%	8%	10%	8%	8%	9%	8%	11%	3%	4%	9%	8%
XVIII (1984) Marcus Allen's 74-yard touchdown run	24%	23%	29%	28%	14%	22%	25%	23%	24%	27%	20%	19%	23%	27%	25%	23%	24%	24%	23%	27%	24%	23%
XXIII (1989) John Taylor's game-winning reception	12%	17%	15%	12%	5%	12%	11%	14%	15%	8%	9%	14%	10%	11%	13%	10%	12%	14%	15%	15%	11%	12%
XXVIII (1993) Don Beebe's strip of Leon Lett at the goal line	13%	23%	16%	10%	6%	15%	11%	16%	19%	8%	6%	15%	13%	14%	10%	12%	16%	16%	14%	14%	13%	12%
in a blowout	1370	23/0	10/0	1070	070	1370	11/0	1070	1370	070	070	1370	1370	1470	1070	12/0	10/0	10/0	1470	1470	15/0	12/0
Don't Know/Refused	29%	4%	12%	26%	64%	21%	37%	27%	24%	30%	38%	24%	31%	26%	33%	30%	30%	23%	35%	31%	30%	28%
																			<u> </u>	<u> </u>		
Q22. How about from the modern period? Which of the follow	wing is t	he great	est modern	Super Bo	wl play (20	00-2023	3)?														1	
			Fanship	Category		Ger	nder		A	ge			Reg	ion				nicity			Edu	cation
	Total	٠	Image land	Casual	Nonfo		F	18-34	25.40	50-64	<b>CF</b> .	NE		B.4147	w	14/bis-	Afr Amer/Black	l adia c	Asia	Other	No dearce	Bachelors'
XXXIV (2000) Mike Jones's tackle one yard shy of the goal		Avid	Involved		Nonfan	M			35-49		65+	NE	S	MW		White	·	Latino	Asian		No degree	
line	11%	15%	13%	11%	7%	12%	11%	13%	14%	10%	7%	8%	13%	12%	10%	11%	14%	10%	11%	10%	11%	12%
XLII (2008) David Tyree's "Helmet Catch"	17%	28%	22%	15%	7%	23%	11%	18%	21%	15%	14%	25%	17%	16%	13%	17%	19%	19%	19%	13%	16%	20%
XLIII (2009) Santonio Holmes's game-winning touchdown	10%	14%	14%	11%	5%	11%	10%	12%	12%	9%	7%	11%	10%	11%	10%	9%	10%	14%	11%	17%	11%	10%
catch	10%	-	14/0	11/0	3/0					370					1076	370	10%	14/0	1170	1770	11/6	10%
XLIX (2015) Malcolm Butler's Goal Line interception	13%	18%	16%	13%	6%	15%	11%	14%	14%	11%	12%	16%	12%	11%	13%	13%	12%	16%	7%	7%	12%	14%
LII (2018) The "Philly Special" - the Eagle's reverse pass trick play	23%	22%	29%	28%	13%	23%	23%	23%	22%	26%	21%	22%	23%	25%	22%	23%	22%	22%	19%	30%	24%	20%
Don't Know/Refused	25%	3%	5%	22%	62%	17%	33%	19%	18%	28%	39%	18%	25%	26%	30%	27%	22%	20%	32%	23%	26%	23%
Q23. Turning to commercials, in your view, which of the follo	wing is t	he great	est Super Bo	owl comn	nercial fron	n the ea	rly perio	d (1967	1999)?												•	
			Fanship	Category		Ger	nder		A	ge			Reg	ion			Eth	nicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
"Hey Kid, Catch! With Mean Joe Greene" - Coca-Cola, 1979							г	10-34	33-43	30 07												
-, -,	23%	28%	26%	24%	15%	26%	20%	16%	14%	32%	33%	25%	23%	23%	20%	26%	26%	16%	12%	14%	21%	27%
"1984" – Apple, 1984	23% 6%	28% 7%	26% 6%	24% 5%	15% 6%						33%	25% 6%	23% 6%	23% 5%	20% 6%	26% 5%	26% 4%	16% 11%	12% 8%	14% 4%	21% 5%	27%
<u> </u>						26%	20%	16%	14%	32%												
"1984" – Apple, 1984	6%	7%	6%	5%	6%	26% 8%	20%	16% 9%	14%	32% 3%	4%	6%	6%	5%	6%	5%	4%	11%	8%	4%	5%	7%
"1984" – Apple, 1984 "Where's the Beef?" - Wendy's, 1984	6% 21%	7% 18%	6% 21%	5% 25%	6% 20%	26% 8% 16%	20% 3% 26%	16% 9% 18%	14% 6% 19%	32% 3% 25%	4% 24%	6% 22%	6% 21%	5% 19%	6% 23%	5% 22%	4% 16%	11%	8% 17%	4% 27%	5% 21%	7% 21%
"1984" – Apple, 1984 "Where's the Beef?" - Wendy's, 1984 "The Showdown" (Jordan vs Bird) - McDonald's, 1993	6% 21% 15%	7% 18% 27%	6% 21% 18%	5% 25% 13%	6% 20% 8%	26% 8% 16% 20%	20% 3% 26% 11%	16% 9% 18% 21%	14% 6% 19% 20%	32% 3% 25% 10%	4% 24% 8%	6% 22% 18%	6% 21% 15%	5% 19% 17%	6% 23% 14%	5% 22% 11%	4% 16% 25%	11% 20% 20%	8% 17% 22%	4% 27% 16%	5% 21% 16%	7% 21% 15%
"1984" – Apple, 1984 "Where's the Beef?" - Wendy's, 1984 "The Showdown" (Jordan vs Bird) - McDonald's, 1993 "Budweiser Frogs" – Budweiser, 1995	6% 21% 15% 23%	7% 18% 27% 19%	6% 21% 18% 24%	5% 25% 13% 25%	6% 20% 8% 23%	26% 8% 16% 20% 19%	20% 3% 26% 11% 26%	16% 9% 18% 21% 18%	14% 6% 19% 20% 35%	32% 3% 25% 10% 19%	4% 24% 8% 18%	6% 22% 18% 19%	6% 21% 15% 22%	5% 19% 17% 25%	6% 23% 14% 24%	5% 22% 11% 25%	4% 16% 25% 11%	11% 20% 20% 22%	8% 17% 22% 23%	4% 27% 16% 23%	5% 21% 16% 24%	7% 21% 15% 19%
"1984" – Apple, 1984 "Where's the Beef?" - Wendy's, 1984 "The Showdown" (Jordan vs Bird) - McDonald's, 1993 "Budweiser Frogs" – Budweiser, 1995	6% 21% 15% 23% 12%	7% 18% 27% 19% 3%	6% 21% 18% 24% 5%	5% 25% 13% 25% 8%	6% 20% 8% 23% 28%	26% 8% 16% 20% 19% 11%	20% 3% 26% 11% 26% 13%	16% 9% 18% 21% 18% 17%	14% 6% 19% 20% 35%	32% 3% 25% 10% 19%	4% 24% 8% 18%	6% 22% 18% 19%	6% 21% 15% 22%	5% 19% 17% 25%	6% 23% 14% 24%	5% 22% 11% 25%	4% 16% 25% 11%	11% 20% 20% 22%	8% 17% 22% 23%	4% 27% 16% 23%	5% 21% 16% 24%	7% 21% 15% 19%
"1984" – Apple, 1984 "Where's the Beef?" - Wendy's, 1984 "The Showdown" (Jordan vs Bird) - McDonald's, 1993 "Budweiser Frogs" – Budweiser, 1995 Don't Know/Refused	6% 21% 15% 23% 12%	7% 18% 27% 19% 3%	6% 21% 18% 24% 5%	5% 25% 13% 25% 8% Super Bo	6% 20% 8% 23% 28%	26% 8% 16% 20% 19% 11%	20% 3% 26% 11% 26% 13%	16% 9% 18% 21% 18% 17%	14% 6% 19% 20% 35% 7%	32% 3% 25% 10% 19%	4% 24% 8% 18%	6% 22% 18% 19%	6% 21% 15% 22% 13%	5% 19% 17% 25%	6% 23% 14% 24%	5% 22% 11% 25%	4% 16% 25% 11% 17%	11% 20% 20% 22%	8% 17% 22% 23%	4% 27% 16% 23%	5% 21% 16% 24% 13%	7% 21% 15% 19%
"1984" – Apple, 1984 "Where's the Beef?" - Wendy's, 1984 "The Showdown" (Jordan vs Bird) - McDonald's, 1993 "Budweiser Frogs" – Budweiser, 1995 Don't Know/Refused	6% 21% 15% 23% 12% wing is t	7% 18% 27% 19% 3% he great	6% 21% 18% 24% 5% est modern Fanship	5% 25% 13% 25% 8% Super Bo Category	6% 20% 8% 23% 28% wl comme	26% 8% 16% 20% 19% 11% rcial (20) Ger	20% 3% 26% 11% 26% 13% 00-2023	16% 9% 18% 21% 18% 17%	14% 6% 19% 20% 35% 7%	32% 3% 25% 10% 19% 11%	4% 24% 8% 18% 14%	6% 22% 18% 19% 10%	6% 21% 15% 22% 13%	5% 19% 17% 25% 11%	6% 23% 14% 24% 13%	5% 22% 11% 25% 11%	4% 16% 25% 11% 17%	11% 20% 20% 22% 11%	8% 17% 22% 23% 18%	4% 27% 16% 23% 15%	5% 21% 16% 24% 13%	7% 21% 15% 19% 10%
"1984" – Apple, 1984 "Where's the Beef?" - Wendy's, 1984 "The Showdown" (Jordan vs Bird) - McDonald's, 1993 "Budweiser Frogs" – Budweiser, 1995 Don't Know/Refused	6% 21% 15% 23% 12%	7% 18% 27% 19% 3%	6% 21% 18% 24% 5% est modern	5% 25% 13% 25% 8% Super Bo	6% 20% 8% 23% 28%	26% 8% 16% 20% 19% 11%	20% 3% 26% 11% 26% 13% 00-2023	16% 9% 18% 21% 18% 17%	14% 6% 19% 20% 35% 7%	32% 3% 25% 10% 19% 11%	4% 24% 8% 18%	6% 22% 18% 19%	6% 21% 15% 22% 13%	5% 19% 17% 25% 11%	6% 23% 14% 24%	5% 22% 11% 25%	4% 16% 25% 11% 17%	11% 20% 20% 22% 11%	8% 17% 22% 23%	4% 27% 16% 23%	5% 21% 16% 24% 13%	7% 21% 15% 19% 10%
"1984" – Apple, 1984 "Where's the Beef?" - Wendy's, 1984 "The Showdown" (Jordan vs Bird) - McDonald's, 1993 "Budweiser Frogs" – Budweiser, 1995 Don't Know/Refused  Q24. How about from the modern period? Which of the follo	6% 21% 15% 23% 12% wing is t	7% 18% 27% 19% 3% he great	6% 21% 18% 24% 5% est modern Fanship	5% 25% 13% 25% 8% Super Bo Category	6% 20% 8% 23% 28% wl comme	26% 8% 16% 20% 19% 11% rcial (20) Ger	20% 3% 26% 11% 26% 13% 00-2023 ader	16% 9% 18% 21% 18% 17% )?	14% 6% 19% 20% 35% 7%	32% 3% 25% 10% 19% 11%	4% 24% 8% 18% 14%	6% 22% 18% 19% 10%	6% 21% 15% 22% 13%	5% 19% 17% 25% 11%	6% 23% 14% 24% 13%	5% 22% 11% 25% 11%	4% 16% 25% 11% 17% Eth Afr Amer/Black	11% 20% 20% 22% 11% enicity	8% 17% 22% 23% 18%	4% 27% 16% 23% 15% Other	5% 21% 16% 24% 13% Edu	7% 21% 15% 19% 10%  cation  Bachelors'-
"1984" – Apple, 1984 "Where's the Beef?" - Wendy's, 1984 "The Showdown" (Jordan vs Bird) - McDonald's, 1993 "Budweiser Frogs" – Budweiser, 1995 Don't Know/Refused  Q24. How about from the modern period? Which of the follo	6% 21% 15% 23% 12% wing is t  Total 28%	7% 18% 27% 19% 3% he great Avid 34%	6% 21% 18% 24% 5% est modern Fanship Involved 35%	5% 25% 13% 25% 8% Super Bo Category Casual 26%	6% 20% 8% 23% 28% wl comme Nonfan 20%	26%  8%  16%  20%  19%  11%  rcial (20)  Ger  M  33%	20% 3% 26% 11% 26% 13% 00-2023 oder F 23%	16% 9% 18% 21% 18% 17% 17% 18-34 29%	14% 6% 19% 20% 35% 7%  April 35-49 37%	32% 3% 25% 10% 19% 11%  ge 50-64 29%	4% 24% 8% 18% 14% 65+ 14%	6% 22% 18% 19% 10% NE 30%	6% 21% 15% 22% 13% Reg	5% 19% 17% 25% 11% cition MW 25%	6% 23% 14% 24% 13% W 24%	5% 22% 11% 25% 11% 	4% 16% 25% 11% 17% Eth Afr Amer/Black 33%	11% 20% 20% 22% 11%  nnicity  Latino 32%	8% 17% 22% 23% 18% Asian 27%	4% 27% 16% 23% 15% Other 28%	5% 21% 16% 24% 13%  Edu No degree 29%	7% 21% 15% 19% 10%  cation  Bachelors'+
"1984" – Apple, 1984 "Where's the Beef?" - Wendy's, 1984 "The Showdown" (Jordan vs Bird) - McDonald's, 1993 "Budweiser Frogs" – Budweiser, 1995 Don't Know/Refused  Q24. How about from the modern period? Which of the follor "Whassup?" – Budweiser, 2000 "Keep Your Hands Off" - Doritos, 2010	6% 21% 15% 23% 12%  wing is t  Total 28% 9%	7% 18% 27% 19% 3% he great Avid 34% 14%	6% 21% 18% 24% 5%  est modern Fanship Involved 35% 10%	5% 25% 13% 25% 8% Super Bo Category Casual 26% 10%	6% 20% 8% 23% 28% wl comme Nonfan 20% 6%	26%  8%  16%  20%  19%  11%  rcial (20)  Ger  M  33%  9%	20% 3% 26% 11% 26% 13% 00-2023 rder F 23% 10%	16%  9%  18%  21%  18%  17%  18-34  29%  13%	14% 6% 19% 20% 35% 7% A 35-49 37% 9%	32% 3% 25% 10% 19% 11%  see 50-64 29% 8%	4% 24% 8% 18% 14% 65+ 14% 7%	6% 22% 18% 19% 10% NE 30% 11%	6% 21% 15% 22% 13% Reg S 31%	5% 19% 17% 25% 11% (sion MW 25% 8%	6% 23% 14% 24% 13% W 24% 8%	5% 22% 11% 25% 11%  white 26% 7%	4% 16% 25% 11% 17% Eth Afr Amer/Black 33% 15%	11% 20% 20% 22% 11%  Indicity  Latino 32% 11%	8% 17% 22% 23% 18% Asian 27% 15%	4% 27% 16% 23% 15% Other 28% 11%	5% 21% 16% 24% 13%  Edu No degree 29% 9%	7% 21% 15% 19% 10%  cation  Bachelors'- 25% 10%
"1984" – Apple, 1984 "Where's the Beef?" - Wendy's, 1984 "The Showdown" (Jordan vs Bird) - McDonald's, 1993 "Budweiser Frogs" – Budweiser, 1995 Don't Know/Refused  Q24. How about from the modern period? Which of the follor "Whassup?" – Budweiser, 2000 "Keep Your Hands Off" - Doritos, 2010 "Betty White for Snickers" – Snickers, 2010	6% 21% 15% 23% 12% wing is t  Total 28% 9% 36%	7% 18% 27% 19% 3% he great Avid 34% 14% 30%	6% 21% 18% 24% 5%  est modern Fanship Involved 35% 10% 37%	5% 25% 13% 25% 8% Super Bo Category Casual 26% 10% 42%	6% 20% 8% 23% 28% wl comme Nonfan 20% 6% 35%	26%  8%  16%  20%  19%  11%  rcial (200  Ger  M  33%  9%  32%	20% 3% 26% 11% 26% 13% 00-2023 ider F 23% 10% 41%	16% 9% 18% 21% 18% 17% )?  18-34 29% 13% 26%	14% 6% 19% 20% 35% 7% A 35-49 37% 9% 35%	32% 3% 25% 10% 19% 11%  see 50-64 29% 8% 38%	4% 24% 8% 18% 14% 65+ 14% 7% 51%	6% 22% 18% 19% 10%  NE 30% 11% 34%	6% 21% 15% 22% 13%  Reg \$ 31% 10% 34%	5% 19% 17% 25% 11% Sion MW 25% 8% 41%	6% 23% 14% 24% 13% W 24% 8% 38%	5% 22% 11% 25% 11%  White 26% 7% 43%	4% 16% 25% 11% 17%  Eth Afr Amer/Black 33% 15% 21%	11% 20% 20% 22% 11%  Inicity  Latino 32% 11% 31%	8% 17% 22% 23% 18% Asian 27% 15% 20%	4% 27% 16% 23% 15% Other 28% 11% 29%	5% 21% 16% 24% 13%  Edu No degree 29% 9% 37%	7% 21% 15% 19% 10%  cation  Bachelors'-4 25% 10% 36%

Q25. Turning to halftime shows, in your view, which of the fo	llowing	is the gr	eatest Super	<u>r Bowl h</u> a	Iftime shov	v from t	he early	period (	1967-19	999)?												
			Fanship	Category		Ger	nder		Α	ge			Reg	ion			Eth	nicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'-
XXVII (1993) Michael Jackson	45%	53%	48%	45%	36%	42%	47%	51%	48%	44%	33%	47%	46%	41%	44%	38%	56%	57%	48%	51%	46%	43%
XXIX (1995) Patti Labelle, Tony Bennett, Arturo Sandoval,	5%	6%	6%	5%	3%	6%	4%	4%	5%	3%	7%	5%	5%	6%	3%	5%	5%	4%	2%	2%	4%	7%
Teddy Pendergrass, and Miami Sound Machine	3%	0%	076	370	370	0%	470	470	370	370	7 70	3%	376	0%	370	370	570	470	270	270	470	770
XXX (1996) Diana Ross	8%	8%	8%	9%	8%	6%	10%	9%	7%	7%	10%	11%	8%	7%	7%	9%	6%	8%	7%	9%	8%	9%
XXXI (1997) "Blues Brothers Bash" (Dan Aykroyd, John	14%	13%	15%	17%	11%	19%	10%	6%	13%	19%	21%	11%	15%	17%	13%	19%	4%	7%	8%	9%	15%	14%
Goodman, James Belushi); ZZ Top and James Brown	14/0	13/6	13/0	1770	11/0	1376	10%	076	13/6	15/6	21/0	11/0	1370	1770	13/6	15/6	470	7 70	070	370	13/6	1476
XXXII (1998) Boys II Men, Smokey Robinson, Martha Reeves,	12%	17%	13%	12%	8%	10%	14%	15%	16%	8%	9%	12%	12%	12%	13%	11%	16%	14%	17%	9%	12%	12%
the Temptations, and Queen Latifah																			·			
Don't Know/Refused	16%	4%	9%	12%	34%	17%	15%	15%	12%	18%	20%	14%	14%	17%	19%	18%	13%	11%	19%	21%	16%	16%
Q26. How about from the modern period? Which of the follow	wing is t	he great			wl halftime			23)?								1					ı	
		ļ	Fanship	Category	1	Ger	nder		Α	ge	1		Reg	ion	1			nicity	Г	1	Edu	ation
	l															l	Afr		l			
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49		65+	NE	S	MW	W	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'
XXXVI (2002) U2	8%	10%	8%	8%	5%	9%	6%	5%	8%	13%	5%	9%	7%	7%	7%	9%	2%	7%	8%	6%	7%	9%
XLIII (2009) Bruce Springsteen and the E Street Band	17%	17%	19%	20%	11%	18%	15%	8%	11%	20%	32%	19%	15%	19%	15%	21%	5%	13%	8%	5%	15%	20%
XLVII (2013) Beyoncé	18%	21%	19%	17%	16%	17%	19%	22%	17%	15%	18%	17%	19%	19%	17%	15%	29%	19%	25%	17%	17%	20%
LVI (2022) Dr. Dre, Snoop Dogg, Eminem, Mary J. Blige, and	26%	32%	30%	26%	19%	26%	26%	35%	38%	19%	7%	25%	26%	24%	28%	23%	29%	32%	24%	36%	29%	19%
Kendrick Lamar																						
Rihanna (2023)	15%	18%	15%	14%	13%	11%	18%	22%	16%	9%	8%	16%	17%	11%	13%	11%	23%	19%	15%	23%	15%	14%
Don't Know/Refused	17%	3%	9%	14%	37%	18%	16%	8%	10%	25%	30%	14%	16%	20%	19%	20%	11%	10%	21%	13%	17%	17%
000 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		. 51 1		<u> </u>	<u> </u>	<u>.                                    </u>					l		L.									
Q60. Now, turning to some current issues in sportsDo you t	nink tna	т віаск с			mucn cons		n for co nder	acning jo			wnite c	andidat				1	Fall	nnicity			F-1	cation
	-		Fanship	Category	1	Ger	laer		A	ge	ı		ке	ion	ı		Afr	inicity	1	1	Edu	ation
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	
		7,010	IIII	cusuui						30 07	- 03.			10100		************	Amery Black					Bachelors'+
Black candidates receive as much consideration as white																						Bachelors'+
Black candidates receive as much consideration as white	43%	53%	48%	45%	30%	47%	39%	39%	44%	45%	45%	44%	45%	42%	40%	48%	28%	39%	35%	38%	45%	Bachelors'+
candidates	43%				30%													39%	35%	38%	45%	39%
candidates Black candidates do not receive as much consideration as		53% 39%	48%	45% 30%		47% 32%	39% 30%	39% 37%	44% 32%	45% 26%	45% 27%	33%	45% 29%	42% 30%	40% 32%	48% 24%	28% 53%					
candidates Black candidates do not receive as much consideration as white candidates	43% 31%	39%	33%	30%	30% 24%	32%	30%	37%	32%	26%	27%	33%	29%	30%	32%	24%	53%	39% 37%	35% 36%	38%	45% 29%	39% 36%
candidates Black candidates do not receive as much consideration as white candidates	43%				30%													39%	35%	38%	45%	39%
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused	43% 31% 26%	39% 8%	33% 19%	30%	30% 24% 45%	32%	30%	37% 24%	32%	26% 29%	27% 29%	33%	29%	30%	32%	24%	53%	39% 37%	35% 36%	38%	45% 29%	39% 36%
candidates Black candidates do not receive as much consideration as	43% 31% 26%	39% 8%	33% 19%	30% 25% merica or	30% 24% 45%	32% 21% erpetua	30%	37% 24%	32% 24% ination i	26% 29%	27% 29%	33%	29%	30%	32%	24%	53%	39% 37%	35% 36%	38%	45% 29% 26%	39% 36%
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused	43% 31% 26%	39% 8%	33% 19% ination in A	30% 25% merica or	30% 24% 45%	32% 21% erpetua	30% 31% te racial	37% 24%	32% 24% ination i	26% 29% n Americ	27% 29%	33%	29%	30%	32%	24%	53%	39% 37% 24%	35% 36%	38%	45% 29% 26%	39% 36% 26%
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused	43% 31% 26%	39% 8%	33% 19% ination in A	30% 25% merica or	30% 24% 45%	32% 21% erpetua	30% 31% te racial	37% 24%	32% 24% ination i	26% 29% n Americ	27% 29%	33%	29%	30%	32%	24%	53% 19%	39% 37% 24%	35% 36%	38%	45% 29% 26%	39% 36% 26%
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused	43% 31% 26% me racia	39% 8% I discrim	33% 19% Ination in A Fanship	30% 25% merica or Category Casual	30% 24% 45% more to p	32% 21% erpetua Ger	30% 31% te racial	37% 24% discrimi	32% 24% ination i A 35-49	26% 29% n Americ ge 50-64	27% 29% ca?	33% 23% NE	29% 26% Reg	30% 28% Sion MW	32% 27% W	24% 28% White	53% 19% Eth Afr Amer/Black	39% 37% 24% nnicity Latino	35% 36% 28% Asian	38% 33% 28% Other	45% 29% 26% Edui No degree	39% 36% 26% Cation
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused Q61. Do you think professional football does more to overcor	43% 31% 26% me racia	39% 8%	33% 19% lination in A Fanship	30% 25% merica or Category	30% 24% 45%	32% 21% erpetua Ger	30% 31% te racial	37% 24% discrim	32% 24% ination i	26% 29% n Americ	27% 29% ca?	33%	29% 26% Reg	30% 28% gion	32%	24%	53% 19% Eth Afr	39% 37% 24%	35% 36% 28%	38% 33% 28%	45% 29% 26%	39% 36% 26%
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused Q61. Do you think professional football does more to overcor	43% 31% 26% me racia Total 54%	39% 8% I discrim Avid 66%	33% 19% Sination in A Fanship Involved 60%	30% 25% merica or Category Casual 57%	30% 24% 45% more to p  Nonfan 36%	32% 21% erpetua Ger M 57%	30% 31% te racial nder F 50%	37% 24% discrimi 18-34 52%	32% 24% ination i A 35-49	26% 29% n Americ ge 50-64	27% 29% ca? 65+ 56%	33% 23% NE 54%	29% 26% Reg \$	30% 28% cion MW 54%	32% 27% W 52%	24% 28% White	53% 19% Eth Afr Amer/Black 46%	39% 37% 24% nnicity Latino 50%	35% 36% 28% Asian 38%	38% 33% 28% Other 39%	45% 29% 26% Edui No degree 54%	39% 36% 26% cation Bachelors'+
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused  Q61. Do you think professional football does more to overcor  Professional football does more to overcome racial discrimination	43% 31% 26% me racia	39% 8% I discrim	33% 19% Ination in A Fanship	30% 25% merica or Category Casual	30% 24% 45% more to p	32% 21% erpetua Ger	30% 31% te racial	37% 24% discrimi	32% 24% ination i A 35-49	26% 29% n Americ ge 50-64	27% 29% ca?	33% 23% NE	29% 26% Reg	30% 28% Sion MW	32% 27% W	24% 28% White	53% 19% Eth Afr Amer/Black	39% 37% 24% nnicity Latino	35% 36% 28% Asian	38% 33% 28% Other	45% 29% 26% Edui No degree	39% 36% 26% Cation
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused  Q61. Do you think professional football does more to overcor  Professional football does more to overcome racial discrimination Professional football does more to perpetuate racial	43% 31% 26% me racia Total 54%	39% 8% I discrim Avid 66%	33% 19% Sination in A Fanship Involved 60%	30% 25% merica or Category Casual 57%	30% 24% 45% more to p  Nonfan 36%	32% 21% erpetua Ger M 57%	30% 31% te racial nder F 50%	37% 24% discrimi 18-34 52%	32% 24% ination i A 35-49	26% 29% n Americ ge 50-64	27% 29% ca? 65+ 56%	33% 23% NE 54%	29% 26% Reg \$	30% 28% cion MW 54%	32% 27% W 52%	24% 28% White	53% 19% Eth Afr Amer/Black 46%	39% 37% 24% nnicity Latino 50%	35% 36% 28% Asian 38%	38% 33% 28% Other 39%	45% 29% 26% Edui No degree 54%	39% 36% 26% cation Bachelors'+
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused  Q61. Do you think professional football does more to overcor  Professional football does more to overcome racial discrimination Professional football does more to perpetuate racial discrimination	43% 31% 26% ne racia Total 54% 18%	39% 8% I discrim Avid 66% 21%	33% 19% sination in A Fanship Involved 60% 20%	30% 25% merica or Category Casual 57%	30% 24% 45% more to p  Nonfan 36% 17%	32% 21% erpetua Ger M 57%	30% 31% te racial oder F 50%	37% 24% discrimi 18-34 52%	32% 24% ination i A 35-49 53%	26% 29% n Americ ge 50-64 54%	27% 29% ca? 65+ 56% 14%	33% 23% NE 54% 22%	29% 26% Reg S 54%	30% 28% 28% MW 54%	32% 27% W 52% 17%	24% 28% White 59%	53% 19% Ett Afr Amer/Black 46%	39% 37% 24%  nnicity Latino 50% 23%	35% 36% 28% Asian 38% 27%	38% 33% 28% Other 39% 23%	45% 29% 26% Edui No degree 54% 17%	39% 36% 26%  cation  Bachelors'4 52% 21%
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused  Q61. Do you think professional football does more to overcor  Professional football does more to overcome racial discrimination Professional football does more to perpetuate racial discrimination Don't Know/Refused	43% 31% 26% ne racia Total 54% 18% 28%	39% 8% I discrim Avid 66% 21%	33% 19% Ination in A Fanship Involved 60% 20%	30% 25% merica or Category Casual 57% 16% 27%	30% 24% 45% more to p  Nonfan 36% 17%	32% 21% erpetua Ger M 57% 20% 23%	30% 31% te racial der  F 50% 17% 33%	37% 24% discrimi 18-34 52% 22%	32% 24%  nation i A 35-49 53% 19% 27%	26% 29% n Americ ge 50-64 54% 16% 30%	27% 29% ca? 65+ 56% 14% 30%	33% 23% NE 54% 22% 25%	29% 26% Reg \$ 54% 19% 27%	30% 28% iion MW 54% 15% 31%	32% 27% W 52% 17%	24% 28% White 59%	53% 19% Eth Afr Amer/Black 46% 28%	39% 37% 24%  Innicity Latino 50% 23% 27%	35% 36% 28% Asian 38% 27%	38% 33% 28% Other 39% 23%	45% 29% 26%  Edu  No degree 54% 17% 29%	39% 36% 26%  cation  Bachelors'+ 52% 21% 27%
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused  Q61. Do you think professional football does more to overcor  Professional football does more to overcome racial discrimination Professional football does more to perpetuate racial discrimination Don't Know/Refused	43% 31% 26% ne racia Total 54% 18% 28%	39% 8% I discrim Avid 66% 21%	33% 19% Ination in A Fanship Involved 60% 20%	30% 25% merica or Category Casual 57% 16% 27%	30% 24% 45% more to p  Nonfan 36% 17%	32% 21% erpetua Ger M 57% 20% 23%	30% 31% te racial der  F 50% 17% 33%	37% 24% discrimi 18-34 52% 22%	32% 24%  nation i A 35-49 53% 19% 27%	26% 29% n Americ ge 50-64 54% 16% 30%	27% 29% ca? 65+ 56% 14% 30%	33% 23% NE 54% 22% 25%	29% 26%  Reg  \$ 54% 19% 27% bad for	30% 28% iion MW 54% 15% 31%	32% 27% W 52% 17%	24% 28% White 59%	53% 19% Eth Afr Amer/Black 46% 28% 26%	39% 37% 24%  nnicity Latino 50% 23%	35% 36% 28% Asian 38% 27%	38% 33% 28% Other 39% 23%	45% 29% 26%  Edu  No degree 54% 17% 29%	39% 36% 26%  cation  Bachelors'4 52% 21%
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused  Q61. Do you think professional football does more to overcor  Professional football does more to overcome racial discrimination Professional football does more to perpetuate racial discrimination Don't Know/Refused	43% 31% 26% me racia  Total 54% 18% 28%	39% 8% I discrim Avid 66% 21% 12%	33% 19%  Ination in A Fanship Involved 60% 20% 20% uct interview Fanship	30% 25% merica or Category  Casual 57% 16% 27% ws with e' Category	30% 24% 45% Monfan 36% 17% 47%	32% 21% erpetua Ger M 57% 20% 23% rity cand	30% 31%  te racial adder  F 50% 17% 33%  didates foder	37% 24%  discrimi  18-34 52% 22% 26%  or vacar	32% 24% ination i A 35-49 53% 19% 27%	26% 29% n Americage 50-64 54% 16% 30% ing positige	27% 29% 29% 65+ 56% 14% 30% ions, is p	33% 23% NE 54% 22% 25% good or	29% 26%  Reg  \$ 54% 19% 27% bad for Reg	30% 28%  ion MW 54% 15% 31%  sports?	32% 27% W 52% 17% 30%	24% 28% White 59% 14% 27%	53% 19% Eth Afr Amer/Black 46% 28% 26% Eth Afr	39% 37% 24%  nnicity Latino 50% 23% 27%	35% 36% 28% Asian 38% 27% 36%	38% 33% 28% Other 39% 23% 38%	45% 29% 26%  Edui No degree 54% 17% 29%	39% 36% 26%  Cation  Bachelors'+ 52% 21% 27%
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused  Q61. Do you think professional football does more to overcor  Professional football does more to overcome racial discrimination Professional football does more to perpetuate racial discrimination Don't Know/Refused  Q62. Do you believe that the Rooney Rule, which requires NF	43% 31% 26% me racia  Total 54% 18% 28% L teams	39% 8% I discrim Avid 66% 21% 12% to cond	33% 19% Innation in A Fanship Involved 60% 20% 20% uct interview Fanship Involved	30% 25% merica or Category Casual 57% 16% 27% ws with er Category Casual	30% 24% 45% more to p Nonfan 36% 17% 47% thnic mino	32% 21% erpetua Ger M 57% 20% 23% rity canc	30% 31% te racial der  F 50% 17% 33% lidates fider	37% 24% discrimi 18-34 52% 22% 26% or vacar	32% 24%  ination i A 35-49 53% 19% 27%  at coach A 35-49	26% 29% n Americ ge 50-64 54% 16% 30% ing posit ge	27% 29% 29% 65+ 56% 14% 30% ions, is a	33% 23% NE 54% 22% 25% 300d or	29% 26%  Reg S 54% 19% 27% bad for Reg	30% 28%  cion MW 54% 15% 31% sports? cion MW	32% 27% W 52% 17% 30%	24% 28% White 59% 14% 27% White	53% 19% Eth Afr Amer/Black 46% 28% 26% Eth Afr Amer/Black	39% 37% 24%  Innicity Latino 50% 23% 27%  Latino	35% 36% 28% Asian 38% 27% 36%	38% 33% 28% Other 39% 23% 38%	45% 29% 26%  Edui No degree 54% 17% 29%  Edui No degree	39% 36% 26%  Cation  Bachelors'+ 52% 21% 27%  Cation  Bachelors'+
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused  Q61. Do you think professional football does more to overcor  Professional football does more to overcome racial discrimination Professional football does more to perpetuate racial discrimination Don't Know/Refused	43% 31% 26% me racia  Total 54% 18% 28% L teams  Total 54%	39% 8% I discrim Avid 66% 21% to cond Avid 71%	33% 19% Involved 60% 20% 20% uct interview Fanship Involved 64%	30% 25% merica or Category Casual 57% 16% 27% ws with e' Category Casual 53%	30% 24% 45% more to p Nonfan 36% 47% thnic mino Nonfan 36%	32% 21% erpetua Ger M 57% 20% 23% rity cand	30% 31% te racial der  F 50% 17% 33% didates f der  F 52%	37% 24% discrimi 18-34 52% 22% 26% or vacar 18-34 61%	32% 24%  ination i     A  35-49 53% 27%  tt coach     A  35-49 57%	26% 29% n Americ ge 50-64 54% 30% ing positige 50-64 46%	27% 29% ca? 65+ 56% 14% 30% ions, is g	33% 23%  NE 54% 22% 25% 300d or  NE 57%	29% 26%  Reg  \$ 54% 19% 27% bad for Reg  \$ 55%	30% 28%  cion MW 54% 15% 31% sports? cion MW 55%	32% 27% W 52% 17% 30%	24% 28% White 59% 27% White 51%	53% 19% Ett Afr Amer/Black 46% 28% 26% Ett Afr Amer/Black 62%	39% 37% 24% Latino 50% 23% 27% Latino 59%	35% 36% 28% Asian 38% 27% 36%	38% 33% 28% Other 39% 23% 38% Other 58%	45% 29% 26%  Eduction No degree 54% 17% 29%  Eduction No degree 52%	39% 36% 26%  Cation  Bachelors'+ 52% 21% 27%  Cation  Bachelors'+ 59%
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused  Q61. Do you think professional football does more to overcor  Professional football does more to overcome racial discrimination Professional football does more to perpetuate racial discrimination Don't Know/Refused  Q62. Do you believe that the Rooney Rule, which requires NF	43% 31% 26%  me racia  Total 54% 28%  L teams  Total 54% 14%	39% 8%  Avid 66% 21% to cond  Avid 71% 16%	33% 19% Involved 60% 20% 20% uct interview Fanship Involved 64% 16%	30% 25% merica or Category Casual 57% 16% 27% ws with er Category Casual 53% 14%	30% 24% 45% more to p Nonfan 36% 47% thnic mino Nonfan 36% 12%	32% 21% erpetua Ger M 57% 20% 23% rrity cand Ger M 56% 19%	30% 31% te racial der  F 50% 17% 33% didates 1 der  F 52% 10%	37% 24%  discrimi  18-34 52% 22% 26%  or vacar  18-34 61% 10%	32% 24%  nation i  A  35-49 53% 19% 27%  at coach A  35-49 57% 15%	26% 29% n Americage 50-64 54% 30% sing positing	27% 29%  29%  65+ 56%  14% 30%  ions, is a 65+ 51% 16%	33% 23%  NE 54% 22% 25% 300d or  NE 57% 14%	29% 26% Reg \$ 54% 19% 27% bad for Reg \$ 55% 14%	30% 28% 28% 54% 15% 31% sports? ion MW 55% 15%	32% 27% W 52% 17% 30% W 51% 14%	24% 28%  White 59% 14% 27%  White 51% 16%	53% 19% Eth Afr Amer/Black 46% 28% 26% Eth Afr Amer/Black 62% 10%	39% 37% 24% Latino 50% 23% 27% Latino 59% 13%	35% 36% 28%  Asian 38% 27% 36%  Asian 54% 14%	38% 33% 28% Other 39% 23% 38% Other 58% 10%	45% 29% 26%  Educ No degree 54% 17% 29%  Educ No degree 52% 14%	39% 36% 26%  Cation  Bachelors'+ 52% 21% 27%  Cation  Bachelors'+ 59% 15%
candidates Black candidates do not receive as much consideration as white candidates Don't Know/Refused  Q61. Do you think professional football does more to overcor  Professional football does more to overcome racial discrimination Professional football does more to perpetuate racial discrimination Don't Know/Refused  Q62. Do you believe that the Rooney Rule, which requires NF	43% 31% 26% me racia  Total 54% 18% 28% L teams  Total 54%	39% 8% I discrim Avid 66% 21% to cond Avid 71%	33% 19% Involved 60% 20% 20% uct interview Fanship Involved 64%	30% 25% merica or Category Casual 57% 16% 27% ws with e' Category Casual 53%	30% 24% 45% more to p Nonfan 36% 47% thnic mino Nonfan 36%	32% 21% erpetua Ger M 57% 20% 23% rity cand	30% 31% te racial der  F 50% 17% 33% didates f der  F 52%	37% 24% discrimi 18-34 52% 22% 26% or vacar 18-34 61%	32% 24%  ination i     A  35-49 53% 27%  tt coach     A  35-49 57%	26% 29% n Americ ge 50-64 54% 30% ing positige 50-64 46%	27% 29% ca? 65+ 56% 14% 30% ions, is g	33% 23%  NE 54% 22% 25% 300d or  NE 57%	29% 26%  Reg  \$ 54% 19% 27% bad for Reg  \$ 55%	30% 28%  cion MW 54% 15% 31% sports? cion MW 55%	32% 27% W 52% 17% 30%	24% 28% White 59% 27% White 51%	53% 19% Ett Afr Amer/Black 46% 28% 26% Ett Afr Amer/Black 62%	39% 37% 24% Latino 50% 23% 27% Latino 59%	35% 36% 28%  Asian 38% 27% 36%  Asian 54%	38% 33% 28% Other 39% 23% 38% Other 58%	45% 29% 26%  Eduction No degree 54% 17% 29%  Eduction No degree 52%	36% 26%  2ation  Bachelors'+ 52% 21% 27%  cation  Bachelors'+ 59%

Q63. Overall, do you think professional football promo	otes values that	make A	merica a be	tter coun	try or a wo	rse cour	ntry?															
				Category		Ger	_		А	ge			Re	gion			Eth	nicity			Edu	cation
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'
Values that make America a better country	59%	83%	68%	60%	34%	63%	55%	63%	63%	58%	50%	64%	60%	56%	56%	57%	64%	64%	60%	52%	59%	58%
Values that make America a worse country	16%	10%	16%	17%	20%	16%	17%	15%	15%	17%	18%	15%	17%	17%	16%	18%	12%	13%	13%	20%	15%	18%
Don't Know/Refused	25%	7%	16%	23%	46%	22%	28%	22%	22%	25%	32%	21%	23%	27%	28%	25%	24%	23%	27%	29%	25%	24%
Q64. Do you support or oppose players or teams displ	laying slogans in	cluding	"End racism	" on the	back of the	ir helme	t or on	the field	?													
			Fanship	Category		Ger	der		А	ge			Reg	gion				nicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49		65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'
Support	62%	77%	67%	57%	52%	61%	63%	76%	73%	50%	43%	67%	61%	62%	62%	53%	85%	75%	68%	70%	62%	63%
Oppose	23%	16%	23%	28%	26%	26%	21%	10%	16%	33%	41%	21%	24%	24%	24%	31%	7%	16%	10%	15%	23%	24%
Don't Know/Refused	14%	7%	10%	15%	22%	12%	16%	13%	11%	17%	17%	13%	15%	14%	14%	16%	9%	10%	22%	16%	15%	12%
Q65. Do you support or oppose requiring the NFL to ha	ave independer	nt docto	•	•	dual teams			ision as t			t an inji	ured pla	•		e to play	y?						
			Fanship	Category		Ger	der		А	ge			Reg	gion				nicity			Edu	cation
					l		_		l							l	Afr				1	l
-	Total	Avid	Involved	Casual	Nonfan	М	F	18-34		50-64	65+	NE	S	MW	W	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'
Support	75%	85%	78%	77%	64%	80%	71%	73%	76%	74%	79%	79%	75%	76%	74%	76%	77%	70%	76%	78%	73%	81%
Oppose	8%	9%	9%	8%	6%	8%	8%	11%	9%	8%	3%	6%	9%	7%	9%	7%	8%	14%	3%	11%	8%	7%
Don't Know/Refused	17%	6%	12%	14%	30%	12%	21%	17%	14%	18%	18%	15%	17%	17%	17%	17%	15%	16%	22%	11%	19%	12%
		1			L	<u> </u>																
Q66. Are you in favor of or opposed to rule changes th	nat are aimed at	t lesseni			t players in			rom neu			5?											
			Fanship	Category		Ger	der		A	ge			Reg	gion				nicity			Edu	cation
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'
Strongly in favor of	58%	58%	58%	63%	52%	56%	59%	52%	58%	58%	65%	56%	58%	57%	59%	59%	60%	53%	53%	64%	55%	65%
Somewhat in favor of	24%	30%	27%	24%	16%	27%	21%	29%	24%	23%	18%	28%	22%	23%	25%	23%	21%	27%	30%	20%	24%	23%
Total In Favor	82%	88%	85%	87%	68%	83%	80%	81%	82%	81%	83%	84%	80%	80%	84%	82%	81%	80%	83%	84%	79%	88%
Somewhat opposed to	5%	6%	6%	5%	3%	6%	4%	6%	5%	4%	3%	4%	5%	6%	4%	5%	5%	5%	6%	1%	5%	4%
Strongly opposed to	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	2%	3%	2%	2%	3%	2%	1%	1%	2%	2%
Total Opposed	7%	8%	8%	7%	5%	8%	6%	8%	6%	7%	5%	5%	7%	9%	6%	7%	8%	7%	7%	2%	7%	6%
Don't Know/Refused	11%	4%	6%	6%	26%	9%	14%	11%	11%	11%	11%	12%	13%	10%	10%	11%	11%	13%	10%	14%	13%	7%
Q67. Do you support or oppose rule changes that mak	ce officiating for	the NF			eree) a full-	time po	sition?															
			Fanship	Category		Ger	der		A	ge			Reg	gion				nicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49		65+	NE	S	MW	W	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors
Support	63%	83%	73%	63%	42%	69%	58%	68%	72%	60%	51%	67%	63%	64%	61%	61%	68%	68%	61%	66%	62%	66%
Oppose	9%	7%	11%	9%	7%	9%	8%	9%	8%	9%	10%	9%	10%	8%	8%	9%	10%	8%	6%	6%	9%	8%
Don't Know/Refused	28%	10%	16%	28%	50%	22%	33%	23%	21%	31%	39%	24%	28%	28%	31%	30%	22%	23%	32%	28%	29%	26%
Q68. Do you support or oppose offering the Monday a	after the Sunce	Bowl on	ch vear as a	naid day	off of work	<u> </u>		<u> </u>	<u> </u>	I		<u> </u>		<u> </u>	<u> </u>	l	<u> </u>		<u> </u>	1	<u> </u>	
Quo. Do you support or oppose oriening the Monday a	arter the Super i	Down ea	•	Category	OII OI WORK		der		А	ge			Reg	gion			Eth	nicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49		65+	NE	S	MW	W	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors
Support	50%	77%	56%	44%	30%	51%	48%	67%	60%	40%	23%	56%	50%	49%	45%	42%	68%	64%	50%	50%	50%	48%
Oppose	37%	18%	33%	43%	46%	36%	37%	21%	29%	42%	62%	32%	35%	39%	40%	43%	21%	25%	35%	31%	34%	41%
Don't Know/Refused	14%	5%	11%	12%	24%	13%	14%	12%	11%	18%	15%	12%	15%	12%	15%	14%	11%	11%	15%	19%	15%	10%
			l			l			İ					İ	l	l						

			Fanship	Category		Ger	der		Αį	ge			Reg	ion			Etl	hnicity			Educ	cation
																	Afr					
_	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Support	32%	47%	31%	28%	26%	36%	27%	44%	43%	22%	10%	33%	32%	30%	31%	28%	38%	43%	21%	42%	34%	26%
Oppose	55%	46%	60%	60%	52%	52%	58%	40%	47%	63%	77%	52%	55%	57%	55%	60%	48%	44%	59%	46%	51%	64%
Don't Know/Refused	13%	8%	9%	12%	22%	12%	15%	15%	10%	15%	13%	15%	13%	13%	13%	12%	15%	13%	21%	13%	15%	10%
Q70KEY. For the next few questions, we're going to ask you a not doing enough. (ROTATE Q70-Q72) Q70. Protecting NFL athletes from concussions and related by			es regarding	players in	the NFL. F	or each	questio	n, please	indicat	e wheth	er you b	elieve t	he NFL i	s doing	an exce	llent job	addressing th	e issue, is	s doing j	ust enou	igh to address	the issue, or i
			Fanship	Category		Ger	der		A	ge			Reg	ion			Etl	hnicity			Educ	cation
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
The NEL is deing an excellent ich to mustost athletes	24%	41%	30%	21%	11%	30%	18%	23%	26%	26%	22%	24%	<b>3</b> 25%	24%	24%	23%	29%	26%	22%	26%	25%	23%
The NFL is doing an excellent job to protect athletes		36%	30%	39%	23%	36%	31%	36%	35%	32%	31%	36%	32%	37%	32%	34%	34%	33%	33%	31%	34%	33%
The NFL is not doing just enough to protect athletes	34%	20%		39%	39%							36%		28%	32%	34%	26%			31%	28%	34%
The NFL is not doing enough to protect athletes	30%		26%			25%	35%	30%	28%	29%	34%		30%					31%	28%			
Don't Know/Refused	12%	3%	6%	8%	26%	8%	15%	11%	11%	13%	13%	9%	13%	12%	12%	12%	12%	9%	17%	10%	12%	10%
Q71. Penalizing NFL athletes for whom there is evidence of the	iem com	mitting	domestic via	l olence.	<u> </u>	L										<u> </u>		<u> </u>	L	L	<u> </u>	
C. I. C.	1		Fanship			Ger	der		A	ze			Reg	ion			Eti	hnicity			Educ	cation
									1								Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
The NFL is doing an excellent job penalizing these athletes	23%	44%	25%	18%	10%	28%	17%	25%	26%	21%	16%	26%	23%	22%	20%	20%	34%	25%	17%	25%	23%	21%
The NFL is doing just enough to penalize these athletes	24%	26%	30%	29%	14%	26%	23%	28%	25%	22%	21%	25%	24%	24%	24%	22%	30%	29%	29%	25%	25%	23%
The NFL is not penalizing these athletes enough	37%	25%	35%	41%	43%	33%	41%	33%	35%	39%	44%	36%	38%	36%	38%	42%	22%	34%	28%	38%	36%	41%
Don't Know/Refused	16%	5%	10%	12%	32%	13%	19%	14%	14%	18%	18%	13%	15%	18%	18%	16%	13%	12%	26%	13%	16%	15%
Q72. Penalizing NFL athletes for whom there is evidence of the	nem con	nmitting	sexual assau	ılt.																		
			Fanship	Category		Gen	der		Aį	ge			Reg	ion	1			nnicity			Educ	ation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White		Latino	Asian	Other	No degree	Bachelors'+
The NFL is doing an excellent job penalizing these athletes	Total	Avid 43%	Involved 24%	Casual	Nonfan 10%	M 28%	<b>F</b> 16%	<b>18-34</b> 25%	<b>35-49</b> 26%	<b>50-64</b> 18%	<b>65+</b> 16%	<b>NE</b> 25%	<b>S</b> 23%	MW 21%	<b>W</b> 19%	White	Amer/Black	Latino 23%	Asian 24%	Other 20%	No degree	Bachelors'+
The NFL is doing an excellent job penalizing these athletes The NFL is doing just enough to penalize these athletes							-										Amer/Black					
	22%	43%	24%	17%	10%	28%	16%	25%	26%	18%	16%	25%	23%	21%	19%	19%	Amer/Black 33%	23%	24%	20%	22%	21%
The NFL is doing just enough to penalize these athletes	22%	43% 24%	24% 25%	17% 24%	10% 13%	28% 23%	16%	25% 22%	26% 21%	18%	16% 21%	25% 21%	23%	21%	19%	19% 21%	33% 27%	23% 22%	24% 21%	20% 16%	22%	21% 22%
The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused	22% 21% 40% 17%	43% 24% 29% 3%	24% 25% 39% 12%	17% 24% 45% 14%	10% 13% 45% 32%	28% 23% 36% 14%	16% 20% 45% 19%	25% 22% 37% 16%	26% 21% 39% 13%	18% 21% 42% 19%	16% 21% 45% 18%	25% 21% 37%	23% 21% 41%	21% 22% 39%	19% 20% 42%	19% 21% 43%	33% 27% 29%	23% 22% 39%	24% 21% 31%	20% 16% 44%	22% 21% 39%	21% 22% 43%
The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused  Q73KEY. Now, for each of the following events, please indica	22% 21% 40% 17% tte whetl	43% 24% 29% 3% her you	24% 25% 39% 12% believe the 6	17% 24% 45% 14% event is go	10% 13% 45% 32%	28% 23% 36% 14%	16% 20% 45% 19%	25% 22% 37% 16%	26% 21% 39% 13%	18% 21% 42% 19%	16% 21% 45% 18%	25% 21% 37%	23% 21% 41%	21% 22% 39%	19% 20% 42%	19% 21% 43%	33% 27% 29%	23% 22% 39%	24% 21% 31%	20% 16% 44%	22% 21% 39%	21% 22% 43%
The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused	22% 21% 40% 17% tte whetl	43% 24% 29% 3% her you	24% 25% 39% 12% believe the e	17% 24% 45% 14% event is gothe PGA.	10% 13% 45% 32%	28% 23% 36% 14% orts or ba	16% 20% 45% 19% ad for sp	25% 22% 37% 16%	26% 21% 39% 13%  DTATE C	18% 21% 42% 19% 273-Q79)	16% 21% 45% 18%	25% 21% 37%	23% 21% 41% 15%	21% 22% 39% 17%	19% 20% 42%	19% 21% 43%	33% 27% 29% 11%	23% 22% 39% 15%	24% 21% 31%	20% 16% 44%	22% 21% 39% 18%	21% 22% 43% 14%
The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused  Q73KEY. Now, for each of the following events, please indica	22% 21% 40% 17% tte whetl	43% 24% 29% 3% her you	24% 25% 39% 12% believe the 6	17% 24% 45% 14% event is gothe PGA.	10% 13% 45% 32%	28% 23% 36% 14%	16% 20% 45% 19% ad for sp	25% 22% 37% 16%	26% 21% 39% 13%	18% 21% 42% 19% 273-Q79)	16% 21% 45% 18%	25% 21% 37%	23% 21% 41%	21% 22% 39% 17%	19% 20% 42%	19% 21% 43%	Amer/Black  33%  27%  29%  11%	23% 22% 39%	24% 21% 31%	20% 16% 44%	22% 21% 39% 18%	21% 22% 43%
The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused  Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-bad	22% 21% 40% 17% te whetl	43% 24% 29% 3% her you uit LIV 0	24% 25% 39% 12% believe the e	17% 24% 45% 14% event is gothe PGA. Category Casual	10% 13% 45% 32% cood for spo	28% 23% 36% 14%  orts or b:	16% 20% 45% 19% ad for sp	25% 22% 37% 16% ports. (RC	26% 21% 39% 13% DTATE C	18% 21% 42% 19% (73-Q79)	16% 21% 45% 18%	25% 21% 37% 17%	23% 21% 41% 15% Reg	21% 22% 39% 17%	19% 20% 42% 19%	19% 21% 43% 17%	Amer/Black 33% 27% 29% 11% Ettl Afr Amer/Black	23% 22% 39% 15% hnicity Latino	24% 21% 31% 24% Asian	20% 16% 44% 19%	22% 21% 39% 18%	21% 22% 43% 14%  cation  Bachelors'+
The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused  Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-bad	22% 21% 40% 17% te whetl ked circ	43% 24% 29% 3% her you uit LIV 6  Avid 42%	24% 25% 39% 12% believe the effolf, leaving Fanship Involved 23%	17% 24% 45% 14% event is gethe PGA. Category Casual	10% 13% 45% 32% cood for spc	28% 23% 36% 14%  orts or b  Ger  M 27%	16% 20% 45% 19% ad for sp	25% 22% 37% 16% ports. (Ro	26% 21% 39% 13% DTATE C A 35-49 26%	18% 21% 42% 19% (73-Q79) 3e 50-64 12%	16% 21% 45% 18% 65+ 11%	25% 21% 37% 17% NE 25%	23% 21% 41% 15%  Reg \$	21% 22% 39% 17% sion MW 19%	19% 20% 42% 19% <b>W</b> 18%	19% 21% 43% 17%  White 17%	Amer/Black  33%  27%  29%  11%  Ettl  Afr  Amer/Black  26%	23% 22% 39% 15% hnicity Latino 25%	24% 21% 31% 24% Asian 26%	20% 16% 44% 19% Other 20%	22% 21% 39% 18%  Edu  No degree 19%	21% 22% 43% 14%  cation  Bachelors'+ 22%
The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused  Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-bad Good for sports Bad for sports	22% 21% 40% 17%  te whetl ked circ  Total 20% 34%	43% 24% 29% 3% her you uit LIV 6  Avid 42% 34%	24% 25% 39% 12% believe the effolf, leaving Fanship Involved 23% 40%	17%  24%  45%  14%  2vent is gethe PGA.  Category  Casual  15%  37%	10% 13% 45% 32%  cod for spc  Nonfan 8% 27%	28% 23% 36% 14%  Orts or ba  Ger  M 27% 36%	16% 20% 45% 19% ad for sp der  F 14% 32%	25% 22% 37% 16% ports. (RO	26% 21% 39% 13% DTATE C April 26% 31%	18% 21% 42% 19% (73-Q79) 3e 50-64 12% 39%	16% 21% 45% 18% 65+ 11% 46%	25% 21% 37% 17% NE 25% 36%	23% 21% 41% 15% Reg \$ 20% 32%	21% 22% 39% 17%  cion MW 19% 35%	19% 20% 42% 19% <b>W</b> 18% 36%	19% 21% 43% 17%  White 17% 39%	Amer/Black  33%  27%  29%  11%  Ettl  Afr  Amer/Black  26%  22%	23% 22% 39% 15%  hnicity  Latino 25% 30%	24% 21% 31% 24% Asian 26% 26%	20% 16% 44% 19% Other 20% 27%	22% 21% 39% 18%  Educ No degree 19% 32%	21% 22% 43% 14%  cation  Bachelors'+ 22% 39%
The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused  Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-bad	22% 21% 40% 17% te whetl ked circ	43% 24% 29% 3% her you uit LIV 6  Avid 42%	24% 25% 39% 12% believe the effolf, leaving Fanship Involved 23%	17% 24% 45% 14% event is gethe PGA. Category Casual	10% 13% 45% 32% cood for spc	28% 23% 36% 14%  orts or b  Ger  M 27%	16% 20% 45% 19% ad for sp	25% 22% 37% 16% ports. (Ro	26% 21% 39% 13% DTATE C A 35-49 26%	18% 21% 42% 19% (73-Q79) 3e 50-64 12%	16% 21% 45% 18% 65+ 11%	25% 21% 37% 17% NE 25%	23% 21% 41% 15%  Reg \$	21% 22% 39% 17% sion MW 19%	19% 20% 42% 19% <b>W</b> 18%	19% 21% 43% 17%  White 17%	Amer/Black  33%  27%  29%  11%  Ettl  Afr  Amer/Black  26%	23% 22% 39% 15% hnicity Latino 25%	24% 21% 31% 24% Asian 26%	20% 16% 44% 19% Other 20%	22% 21% 39% 18%  Edu  No degree 19%	21% 22% 43% 14%  cation  Bachelors'+ 22%
The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused  Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-bad Good for sports Bad for sports Don't Know/Refused	22% 21% 40% 17% te whetl ked circ  Total 20% 34% 45%	43% 24% 29% 3% her you uit LIV 6  Avid 42% 34% 24%	24% 25% 39% 12% believe the e Solf, leaving Fanship Involved 23% 40% 37%	17% 24% 45% 14%  Event is gethe PGA. Category Casual 15% 37% 49%	10% 13% 45% 32%  Dood for spc  Nonfan 8% 27% 65%	28% 23% 36% 14%  orts or ba  Ger  M 27% 36% 37%	16% 20% 45% 19% ad for sp der  F 14% 32% 54%	25% 22% 37% 16% oorts. (Ro 18-34 28% 25% 48%	26% 21% 39% 13% DTATE C  A[ 35-49 26% 31% 43%	18% 21% 42% 19% (73-Q79) 3e 50-64 12% 39% 48%	16% 21% 45% 18% 18% 65+ 11% 46% 42%	25% 21% 37% 17% NE 25% 36%	23% 21% 41% 15% Reg \$ 20% 32%	21% 22% 39% 17%  cion MW 19% 35%	19% 20% 42% 19% <b>W</b> 18% 36%	19% 21% 43% 17%  White 17% 39%	Amer/Black  33%  27%  29%  11%  Ettl  Afr  Amer/Black  26%  22%	23% 22% 39% 15%  hnicity  Latino 25% 30%	24% 21% 31% 24% Asian 26% 26%	20% 16% 44% 19% Other 20% 27%	22% 21% 39% 18%  Educ No degree 19% 32%	21% 22% 43% 14%  cation  Bachelors'+ 22% 39%
The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused  Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-bad Good for sports Bad for sports	22% 21% 40% 17% te whetl ked circ  Total 20% 34% 45%	43% 24% 29% 3% her you uit LIV 6  Avid 42% 34% 24%	24% 25% 39% 12% believe the efolf, leaving Fanship Involved 23% 40% 37%	17% 24% 45% 14%  Event is gethe PGA. Category Casual 15% 37% 49%	10% 13% 45% 32%  Dood for spc  Nonfan 8% 27% 65%	28% 23% 36% 14%  orts or ba  Ger  M 27% 36% 37%  o as "rote"	16% 20% 45% 19% ad for space F 14% 32% 54%	25% 22% 37% 16% oorts. (Ro 18-34 28% 25% 48%	26% 21% 39% 13% DTATE C Ap 35-49 26% 31% 43% ing gam	18% 21% 42% 19%  773-Q79) 38e 50-64 12% 39% 48% es in 202	16% 21% 45% 18% 18% 65+ 11% 46% 42%	25% 21% 37% 17% NE 25% 36%	23% 21% 41% 15%  Reg \$ 20% 32% 48%	21% 22% 39% 17%  stion MW 19% 35% 46%	19% 20% 42% 19% <b>W</b> 18% 36%	19% 21% 43% 17%  White 17% 39%	Amer/Black  27% 29% 11%  Etl Afr Amer/Black 26% 22% 52%	23% 22% 39% 15%  hnicity Latino 25% 30% 45%	24% 21% 31% 24% Asian 26% 26%	20% 16% 44% 19% Other 20% 27%	22% 21% 39% 18%  Educ No degree 19% 32% 49%	21% 22% 43% 14%  2ation  Bachelors'+ 22% 39% 38%
The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused  Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-bad Good for sports Bad for sports Don't Know/Refused	22% 21% 40% 17% te whetl ked circ  Total 20% 34% 45%	43% 24% 29% 3% her you uit LIV 6  Avid 42% 34% 24%	24% 25% 39% 12% believe the e solf, leaving Fanship Involved 23% 40% 37%	17% 24% 45% 14%  Event is gethe PGA. Category Casual 15% 37% 49%	10% 13% 45% 32%  Dood for spc  Nonfan 8% 27% 65%	28% 23% 36% 14%  orts or ba  Ger  M 27% 36% 37%	16% 20% 45% 19% ad for space F 14% 32% 54%	25% 22% 37% 16% oorts. (Ro 18-34 28% 25% 48%	26% 21% 39% 13% DTATE C  A[ 35-49 26% 31% 43%	18% 21% 42% 19%  773-Q79) 38e 50-64 12% 39% 48% es in 202	16% 21% 45% 18% 18% 65+ 11% 46% 42%	25% 21% 37% 17% NE 25% 36%	23% 21% 41% 15% Reg \$ 20% 32%	21% 22% 39% 17%  stion MW 19% 35% 46%	19% 20% 42% 19% <b>W</b> 18% 36%	19% 21% 43% 17%  White 17% 39%	Amer/Black 33% 27% 29% 11% Etil Afr Amer/Black 26% 22% 52%	23% 22% 39% 15%  hnicity  Latino 25% 30%	24% 21% 31% 24% Asian 26% 26%	20% 16% 44% 19% Other 20% 27%	22% 21% 39% 18%  Educ No degree 19% 32% 49%	21% 22% 43% 14%  cation  Bachelors'+ 22% 39%
The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused  Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-bad Good for sports Bad for sports Don't Know/Refused	22% 21% 40% 17%  te whetl ked circ  Total 20% 34% 45%	43% 24% 29% 3% her you uit LIV C  Avid 42% 34% 24%	24% 25% 39% 12% believe the efolf, leaving Fanship Involved 23% 40% 37% E System," cc	17% 24% 45% 14% Event is gethe PGA. Category Casual 15% 37% 49% Commonly Category	10% 13% 45% 32%  Dood for spo	28% 23% 36% 14%  Orts or bi  Ger  M 27% 36% 37%  o as "rob	16% 20% 45% 19% ad for sp der  F 14% 32% 54%	25% 22% 37% 16% ports. (RO 18-34 28% 25% 48%	26% 21% 39% 13%  DTATE C  April 26% 31% 43%  ing gam April 26%	18% 21% 42% 19% 173-Q79) 3e 50-64 12% 39% 48% es in 2023	16% 21% 45% 18% 18% 65+ 11% 46% 42%	25% 21% 37% 17%  NE 25% 36% 40%	23% 21% 41% 15%  Reg  \$ 20% 32% 48%	21% 22% 39% 17%  (ion MW 19% 35% 46%	19% 20% 42% 19% <b>W</b> 18% 36% 45%	19% 21% 43% 17% White 17% 39% 44%	### Amer/Black   ### 29%   ### 11%   ### Ett   ### Afr   ### Amer/Black   ### 26%   ### 22%   ### 52%   ### Ett   ### Afr   ##	23% 22% 39% 15%  nnicity Latino 25% 30% 45%	24% 21% 31% 24% Asian 26% 26% 48%	20% 16% 44% 19% Other 20% 27% 53%	22% 21% 39% 18%  Feduce No degree 19% 32% 49%	21% 22% 43% 14%  cation  Bachelors'+ 22% 39% 38%
The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused  Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-bad Good for sports Bad for sports Don't Know/Refused  Q74. Major League Baseball planning to introduce the "Auto	22% 21% 40% 17%  te wheth ked circumous additional and a second and a	43% 24% 29% 3% her you uit LIV C  Avid 42% 34% 24% Avid Avid	24% 25% 39% 12% believe the esolf, leaving: Fanship Involved 23% 40% 37% e System," co	17% 24% 45% 14%  Event is gethe PGA. Category Casual 15% 37% 49%  Category Casual Casual Casual Casual Casual Casual	10% 13% 45% 32%  Dood for spo  Nonfan 8% 27% 65%  referred to	28% 23% 36% 14%  Dorts or ba  Ger  M 27% 36% 37%  Do as "rob Ger  M	16% 20% 45% 19% and for sp der  F 14% 32% 54% bo-umpi	25% 22% 37% 16% ports. (RC 18-34 28% 25% 48% res," dur	26% 21% 39% 13%  DTATE C  Ag  35-49 26% 31% 43%  ing gam Ag  35-49	18% 21% 42% 19% 273-Q79) 38 50-64 12% 39% 48% es in 202 38	16% 21% 45% 18% 18% 65+ 11% 46% 42% 24.	25% 21% 37% 17% NE 25% 36% 40%	23% 21% 41% 15%  Reg \$ 20% 32% 48%  Reg \$	21% 22% 39% 17%  fion  MW 19% 35% 46%  MW	19% 20% 42% 19% W 18% 36% 45%	19% 21% 43% 17% White 17% 39% 44%	### Amer/Black   33%   27%   29%   11%   Etil   Afr   Amer/Black   26%   22%   52%   Etil   Afr   Amer/Black   23% 22% 39% 15%  hnicity Latino 25% 30% 45%	24% 21% 31% 24%  Asian 26% 48%	20% 16% 44% 19% Other 20% 27% 53%	22% 21% 39% 18%  Fedur No degree 19% 32% 49%  Edur No degree	21% 22% 43% 14%  cation  Bachelors'+ 22% 39% 38%  cation  Bachelors'+	
The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused  Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-bar  Good for sports Bad for sports Don't Know/Refused  Q74. Major League Baseball planning to introduce the "Auto-Good for sports	22% 21% 40% 17%  te wheth level circle Total 20% 34% 45%  Total 28%	43% 24% 29% 3% her you uit LIV 6  Avid 42% 34% 24%  Avid Avid 50%	24% 25% 39% 12% believe the escolf, leaving: Fanship Involved 23% 40% 37% e System," co Fanship Involved 32%	17% 24% 45% 14%  Event is gethe PGA. Category  Casual 15% 37% 49%  Category  Casual 23%	10% 13% 45% 32%  Dood for spc  Nonfan 8% 27% 65%  referred to  Nonfan 12%	28% 23% 36% 14%  Dorts or be  M 27% 36% 37%  Do as "rote M 35%	16% 20% 45% 19% ad for sp der  F 14% 32% 54% boo-umpi der  F 20%	25% 22% 37% 16% borts. (R0 18-34 28% 25% 48% res," dur	26% 21% 39% 13%  DTATE C  Ag  35-49 26% 31% 43%  ing gam Ag  35-49 30%	18% 21% 42% 19% 173-Q79) 3e 50-64 12% 39% 48% es in 202 3e	16% 21% 45% 18%  65+ 11% 46% 42%  65+ 17%	25% 21% 37% 17%  NE 25% 36% 40%  NE 36%	23% 21% 41% 15%  Reg  \$ 20% 32% 48%  Reg  \$ 27%	21% 22% 39% 17%  fion  MW 19% 35% 46%  MW 25%	19% 20% 42% 19%  W 18% 36% 45%	19% 21% 43% 17% White 17% 39% 44% White 24%	### Afr Amer/Black 22% 52% ### Ett Afr Amer/Black 26% 22% 52% ### Ett Afr Amer/Black 30% ### Afr Amer/Black Afr Amer/Black Afr Amer/Black Afr Amer/Black Afr Amer/Black Afr Amer/Black Afr Amer/Black Afr Amer/Black Afr Amer/Black Afr Amer/Black Afr Amer/Black Afr Amer/Black Afr Amer/Black Afr Amer/Black Afr Afr Amer/Black Afr Afr Amer/Black Afr Afr Amer/Black Afr Afr Amer/Black Afr Afr Afr Afr Afr Afr Amer/Black Afr Afr Afr Afr Afr Afr Afr Afr Afr Afr	23% 22% 39% 15% Latino 25% 30% 45% Latino 33%	24% 21% 31% 24%  Asian 26% 48%  Asian 43%	20% 16% 44% 19%  Other 20% 27% 53%  Other 27%	22% 21% 39% 18%  Fedur No degree 19% 32% 49%  Edur No degree 25%	21% 22% 43% 14%  Cation  Bachelors'+ 22% 39% 38%  Cation  Bachelors'+ 34%
The NFL is doing just enough to penalize these athletes The NFL is not penalizing these athletes enough Don't Know/Refused  Q73KEY. Now, for each of the following events, please indica Q73. Professional Golfer Jon Rahm signing with the Saudi-bad Good for sports Bad for sports Don't Know/Refused  Q74. Major League Baseball planning to introduce the "Auto	22% 21% 40% 17%  te wheth ked circumous additional and a second and a	43% 24% 29% 3% her you uit LIV C  Avid 42% 34% 24% Avid Avid	24% 25% 39% 12% believe the esolf, leaving: Fanship Involved 23% 40% 37% e System," co	17% 24% 45% 14%  Event is gethe PGA. Category Casual 15% 37% 49%  Category Casual Casual Casual Casual Casual Casual	10% 13% 45% 32%  Dood for spo  Nonfan 8% 27% 65%  referred to	28% 23% 36% 14%  Dorts or ba  Ger  M 27% 36% 37%  Do as "rob Ger  M	16% 20% 45% 19% and for sp der  F 14% 32% 54% bo-umpi	25% 22% 37% 16% ports. (RC 18-34 28% 25% 48% res," dur	26% 21% 39% 13%  DTATE C  Ag  35-49 26% 31% 43%  ing gam Ag  35-49	18% 21% 42% 19% 273-Q79) 38 50-64 12% 39% 48% es in 202 38	16% 21% 45% 18% 18% 65+ 11% 46% 42% 24.	25% 21% 37% 17% NE 25% 36% 40%	23% 21% 41% 15%  Reg \$ 20% 32% 48%  Reg \$	21% 22% 39% 17%  fion  MW 19% 35% 46%  MW	19% 20% 42% 19% W 18% 36% 45%	19% 21% 43% 17% White 17% 39% 44%	### Amer/Black   33%   27%   29%   11%   Etil   Afr   Amer/Black   26%   22%   52%   Etil   Afr   Amer/Black   23% 22% 39% 15%  hnicity Latino 25% 30% 45%	24% 21% 31% 24%  Asian 26% 48%	20% 16% 44% 19% Other 20% 27% 53%	22% 21% 39% 18%  Fedur No degree 19% 32% 49%  Edur No degree	21% 22% 43% 14%  cation  Bachelors'+ 22% 39% 38%  cation  Bachelors'+	

3071 United States Residents MOE +/- 1.9%

			Fanship	Category		Ger	nder		Ag	ge		l	Reg	gion			Eth	nicity			Edu	cation
				<i>.</i>					`				Ì				Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Good for sports	35%	61%	40%	28%	19%	39%	31%	51%	40%	24%	17%	36%	36%	30%	36%	27%	51%	50%	43%	38%	35%	36%
Bad for sports	37%	30%	40%	43%	35%	41%	34%	20%	35%	44%	57%	36%	35%	43%	37%	46%	18%	25%	24%	33%	36%	41%
Don't Know/Refused	28%	9%	20%	29%	46%	20%	35%	28%	25%	31%	26%	28%	28%	27%	27%	27%	31%	25%	34%	30%	29%	24%
Q76. U.S. Soccer federation agreeing to e	equalize pay for the national	men's a	and women's	teams.																		
a, or other boards reading to	Aquanzo pay tor the national	1		Category		Ger	nder		Ag	ge			Reg	gion			Eth	nicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Good for sports	75%	79%	76%	78%	70%	69%	82%	78%	77%	71%	76%	76%	75%	76%	75%	74%	80%	76%	75%	78%	76%	75%
Bad for sports	12%	14%	13%	12%	9%	17%	6%	11%	12%	13%	11%	12%	10%	12%	13%	12%	8%	13%	14%	10%	11%	14%
Don't Know/Refused	13%	6%	11%	10%	21%	14%	12%	10%	12%	17%	14%	12%	14%	12%	12%	14%	13%	11%	11%	13%	14%	11%
Q77. The NCAA passing rule changes whi	ch allow college athletes to	sell the	rights to thei	ir names	images an	d likene	sses (NI	1)									<u> </u>					<u> </u>
and the state of t	un anota conege atmetes to			Category	ages, a	Ger		<u>-,                                      </u>	Ag	ge			Reg	gion			Eth	nicity			Edu	cation
																	Afr					
	Total	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Good for sports	45%	67%	49%	41%	28%	49%	40%	55%	51%	38%	29%	52%	43%	43%	42%	39%	61%	52%	47%	44%	44%	47%
Bad for sports	32%	24%	37%	34%	30%	34%	29%	24%	29%	36%	42%	26%	34%	31%	32%	36%	19%	28%	24%	37%	31%	34%
Don't Know/Refused	24%	8%	14%	25%	42%	16%	31%	22%	20%	27%	29%	22%	22%	25%	26%	25%	20%	21%	29%	18%	26%	20%
		<u> </u>	L	<u> </u>								L										<u> </u>
Q78. NCAA President Charlie Baker propo	osing a new tier of Division I	sports i			pay at leas			:hletes \$3			, above	and bey			holarshi	ps.						
			Fanship	Category	1	Ger	nder		Aį	ge			Reg	gion	1			nicity	1	1	Edu	cation
	Total	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	Afr Amer/Black	Latino	Δsian	Other	No degree	Bachelors'+
Good for sports	43%	65%	46%	39%	28%	45%	40%	58%	51%	35%	20%	49%	43%	39%	41%	34%	65%	55%	42%	47%	43%	43%
10000 101 300113						,,,,							,,,,								,,,,	
Bad for sports	31%	24%	33%	35%	31%	35%	27%	19%	26%	37%	48%	28%	31%	34%	31%	38%	15%	19%	25%	31%	29%	35%
		24% 10%	33% 21%	35% 27%	31% 42%	35% 20%	27% 33%	19% 24%	26% 24%	37% 28%	48% 31%	28% 23%	31% 27%	34% 26%	31% 28%	38% 27%	15% 20%	19% 25%	25% 33%	31% 22%	29% 28%	35% 23%

Nature of the Sample	
United States Residents	
Fanship Category	
Nonfan	28%
Casual	27%
Involved	26%
Avid	19%
Gender	
Male	49%
Female	51%
Age	
18-34	29%
35-49	26%
50-64	23%
65+	21%
Region	
NE	17%
S	38%
MW	21%
W	24%
Ethnicity	
White	61%
Afr Amer/Black	12%
Latino	17%
Asian	6%
Other	5%
Education	
No degree	69%
Bachelors'+	31%

The American Sport Fanship Survey was conducted by the Siena College Research Institute in partnership with St. Bonaventure University's Jandoli School of Communication on January 2 - 7, 2024, among 3071 United States Residents drawn from a proprietary online panel (Lucid). Data from collection modes was statistically adjusted by age, region, race/ethnicity, education, and gender to ensure representativeness. It has an overall margin of error of +/- 1.9 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, call Don Levy at (518) 783-2901. For survey crosstabs: https://scri.siena.edu/american-sports-fanship-survey/.