In general, would you describe y	ourself as a spo	rts fan	, or not	?															
		Ger	nder		Region			Age			Ethnic			Income	<b>e</b>		Far	ıship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-far
Yes	61%	79%	45%	55%	69%	65%	58%	65%	60%	63%	66%	54%	59%	61%	65%	100%	94%	67%	9%
No	39%	21%	55%	45%	31%	35%	42%	35%	40%	37%	34%	46%	41%	39%	35%	0%	6%	33%	91%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Regardless of whether people ca	-											the foll	owing a	ctivities	, please t	tell me	whether y	ou do th	is activity
Watch sports events on television	n																		
		Ger	nder		Region			Age			Ethnic			Income	e		Far	ship	
											Afr Amer			\$50K-					

		Ger	nder		Region			Age			Ethnic			Income	9		Fan	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	27%	42%	12%	25%	33%	25%	31%	25%	24%	25%	47%	23%	27%	30%	27%	80%	44%	7%	0%
About once or twice a week	33%	36%	30%	28%	33%	38%	30%	33%	34%	34%	22%	33%	30%	33%	35%	20%	50%	59%	4%
About once or twice a month	11%	8%	15%	12%	9%	12%	7%	13%	13%	11%	5%	15%	13%	7%	11%	0%	5%	26%	11%
Less than once a month	14%	7%	20%	15%	11%	14%	12%	15%	13%	15%	9%	11%	11%	16%	11%	0%	1%	6%	37%
Never	15%	8%	23%	20%	14%	11%	19%	13%	15%	15%	17%	17%	18%	13%	15%	0%	1%	2%	47%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%

	sports		

Listen to sports on the radio	1																		
		Gen	ıder		Region			Age			Ethnic			Income	)		Fan	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	14%	21%	6%	12%	20%	12%	17%	14%	10%	14%	16%	14%	11%	17%	17%	58%	13%	2%	0%
About once or twice a week	11%	15%	8%	9%	16%	12%	7%	15%	11%	12%	13%	6%	9%	15%	12%	28%	19%	7%	0%
About once or twice a month	10%	12%	7%	8%	7%	13%	5%	13%	10%	10%	6%	10%	7%	9%	15%	10%	20%	10%	1%
Less than once a month	9%	6%	13%	7%	14%	10%	10%	10%	8%	11%	2%	8%	7%	9%	10%	3%	10%	17%	6%
Never	56%	45%	66%	64%	43%	54%	61%	48%	61%	53%	62%	62%	66%	49%	46%	2%	37%	65%	93%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Watch or listen to sports news on TV or I	adio																		
		Ger	nder		Region			Age			Ethnic			Income	2		Far	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	40%	53%	28%	36%	46%	41%	38%	39%	44%	40%	56%	35%	38%	45%	38%	95%	64%	26%	3%
About once or twice a week	19%	21%	17%	17%	18%	22%	14%	23%	18%	19%	16%	21%	18%	17%	23%	5%	27%	38%	3%
About once or twice a month	8%	7%	8%	8%	8%	7%	7%	6%	10%	7%	5%	10%	9%	5%	7%	0%	5%	19%	5%
Less than once a month	6%	4%	7%	7%	5%	5%	7%	6%	4%	6%	4%	4%	7%	4%	5%	0%	1%	9%	10%
Never	28%	15%	40%	32%	23%	26%	34%	27%	24%	28%	20%	30%	28%	29%	26%	0%	3%	9%	79%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Read the sports pages of a newspaper																			
		Ger	nder		Region			Age			Ethnic			Income	2		Fan	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	32%	48%	16%	23%	43%	35%	27%	29%	39%	34%	31%	23%	28%	34%	37%	80%	56%	13%	0%
About once or twice a week	16%	19%	14%	16%	15%	17%	19%	18%	12%	16%	19%	16%	17%	18%	15%	16%	29%	22%	1%
About once or twice a month	8%	7%	9%	7%	10%	8%	10%	6%	10%	7%	10%	13%	10%	4%	8%	1%	9%	17%	4%
Less than once a month	6%	4%	9%	8%	4%	6%	6%	7%	6%	7%	4%	5%	4%	8%	6%	2%	1%	14%	7%
Never	37%	22%	52%	45%	27%	34%	37%	41%	34%	37%	36%	41%	39%	36%	34%	2%	5%	34%	86%
Don't know/Refused	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	3%	1%	0%	0%	0%	0%	0%	1%
Read magazines on sports and athletes			<u> </u>																<u> </u>
-		Ger	nder		Region			Age			Ethnic			Income	9		Fan	ship	
											Afr Amer			\$50K-					_
	Total	М	F	NYC	Suburbs	Upst	18-34		55+	White	/Black	Other	< \$50K		\$100K+	Avid	Involved		
Every day or almost every day	5%	9%	2%	5%	8%	4%	7%	5%	4%	4%	11%	9%	5%	7%	3%	25%	3%	1%	0%
About once or twice a week	13%	22%	4%	10%	16%	14%	18%	12%	9%	14%	18%	4%	12%	14%	15%	39%	22%	2%	0%
About once or twice a month	14%	15%	13%	14%	13%	15%	8%	21%	11%	13%	18%	19%	12%	16%	15%	18%	32%	8%	1%
Less than once a month	10%	11%	9%	11%	8%	11%	10%	10%	11%	10%	6%	14%	9%	11%	10%	7%	12%	17%	5%
Never	58%	44%	71%	60%	55%	56%	57%	53%	65%	60%	47%	54%	63%	52%	56%	10%	32%	71%	93%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Talk about sports with your friends, fam	ily or co	-worke	ers																
		Ger	nder		Region			Age			Ethnic			Income	e		Far	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	·	Avid	Involved	Casual	Non-fan
Every day or almost every day	29%	46%	13%	28%	32%	28%	37%	27%	23%	28%	41%	27%	26%	31%	32%	84%	39%	17%	0%
About once or twice a week	26%	27%	25%	22%	31%	28%	23%	31%	22%	27%	21%	27%	24%	24%	33%	15%	46%	39%	4%
About once or twice a month	14%	10%	17%	12%	13%	17%	7%	17%	16%	14%	8%	14%	16%	12%	11%	0%	12%	26%	13%
Less than once a month	11%	6%	15%	13%	8%	9%	13%	6%	14%	11%	5%	10%	10%	12%	8%	0%	1%	10%	24%
Never	20%	11%	30%	25%	15%	18%	19%	19%	23%	19%	26%	21%	24%	21%	15%	0%	1%	6%	59%
Don't know/Refused	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%
Use the internet to keep track of sports												<u> </u>							<u> </u>
		Ger	nder		Region			Age			Ethnic			Income	2		Fan	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	17%	28%	6%	13%	22%	18%	28%	16%	7%	17%	18%	18%	11%	21%	25%	62%	22%	2%	0%
About once or twice a week	12%	15%	8%	10%	15%	12%	14%	14%	7%	12%	19%	7%	12%	13%	10%	21%	24%	7%	0%
About once or twice a month	7%	8%	6%	5%	8%	9%	4%	11%	5%	7%	6%	9%	5%	7%	10%	7%	12%	8%	1%
Less than once a month	6%	5%	6%	6%	4%	6%	3%	7%	6%	7%	1%	2%	4%	7%	4%	2%	5%	8%	6%
Never	59%	44%	73%	66%	51%	56%	50%	53%	75%	58%	56%	64%	69%	53%	50%	8%	36%	75%	93%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Listen to sports talk shows on the radio																			
·		Ger	nder		Region			Age			Ethnic			Income	2		Fan	ship	
											Afr Amer			\$50K-					_
	Total	М	F	NYC	Suburbs	Upst	18-34		55+	White	/Black	Other	< \$50K	\$100K		Avid	Involved	Casual	Non-fan
Every day or almost every day	16%	26%	7%	14%	23%	15%	17%	21%	9%	17%	17%	13%	11%	24%	19%	76%	13%	0%	0%
About once or twice a week	10%	15%	4%	11%	9%	8%	11%	10%	8%	9%	16%	9%	9%	8%	14%	21%	19%	2%	1%
About once or twice a month	7%	9%	5%	5%	8%	8%	9%	6%	7%	7%	9%	4%	9%	6%	5%	3%	15%	7%	2%
Less than once a month	6%	7%	4%	5%	5%	6%	6%	5%	6%	6%	3%	3%	4%	2%	11%	0%	10%	10%	1%
Never	62%	43%	80%	65%	54%	63%	58%	59%	70%	61%	56%	71%	67%	61%	51%	0%	43%	80%	96%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
																			<u> </u>

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Manage your fantasy sports teams							_												
		Ger	der		Region			Age			Ethnic			Income	2		Far	ship	
	Total	м	F	NYC	Suburbs	Upst	18-34	25_5/	55+	White	Afr Amer /Black	Other	< \$50K	\$50K-	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	5%	10%	1%	2%	13%	5%	14%	2%	1%	6%	1%	4%	5%	5%	8%	25%	4%	0%	0%
About once or twice a week	2%	2%	2%	1%	1%	5%	3%	3%	1%	3%	1%	1%	2%	3%	2%	4%	4%	2%	0%
About once or twice a month	2%	4%	1%	3%	0%	3%	5%	2%	1%	2%	7%	4%	2%	2%	1%	2%	3%	3%	1%
Less than once a month	2%	3%	2%	3%	2%	1%	2%	3%	1%	2%	1%	4%	2%	2%	3%	4%	2%	3%	0%
Never	87%	80%	94%	90%	83%	86%	77%	90%	93%	87%	89%	88%	88%	88%	85%	64%	85%	90%	99%
Don't know/Refused	1%	0%	1%	1%	1%	1%	0%	0%	2%	1%	1%	0%	1%	0%	0%	0%	1%	1%	0%
Go to a sports bar				<u> </u>		l				<u> </u>	<u> </u>	<u> </u>	l		<u> </u>			<u> </u>	
		Ger	nder		Region			Age			Ethnic			Income	2		Far	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Every day or almost every day	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	1%	2%	0%	0%	0%
About once or twice a week	6%	10%	2%	4%	9%	6%	11%	4%	3%	6%	5%	6%	7%	7%	6%	10%	10%	5%	1%
About once or twice a month	14%	20%	9%	12%	16%	16%	16%	19%	7%	14%	19%	14%	10%	14%	25%	34%	23%	5%	4%
Less than once a month	16%	16%	17%	14%	17%	18%	21%	19%	8%	18%	9%	12%	11%	16%	26%	14%	20%	21%	11%
Never	63%	54%	72%	69%	57%	59%	53%	57%	81%	62%	67%	67%	72%	63%	43%	40%	46%	69%	84%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Read books on sports and athletes				<u> </u>		l				<u> </u>	<u> </u>	<u> </u>	l		<u> </u>			<u> </u>	
		Ger	nder		Region			Age			Ethnic			Income	9		Far	nship	
	T-4-1		_	NIVC	Codecodes	11	10.24	25.54		14/l- '4 -	Afr Amer	Oth	, ČEOV	\$50K-	ć400V.	ا د د د د		6	Non for
From device allegat array devi	Total 2%	<b>M</b> 4%	<b>F</b> 1%	NYC 3%	Suburbs 2%	Upst 2%	<b>18-34</b> 2%	2%	<b>55+</b> 2%	White 2%	/Black 5%	Other 5%	< \$50K 2%	\$100K	\$100K+	Avid 8%	Involved 3%	Casual 0%	Non-fan 0%
Every day or almost every day		.,,																	
About once or twice a week	3% 12%	4%	2%	3%	6% 17%	1%	4%	2%	3%	2% 11%	3% 25%	6%	2% 14%	4%	0%	6%	5%	3% 4%	0%
About once or twice a month		17%	7%	10%		10%	16%	12%	8%			10%		13%	11%	34%	18%	.,,	1%
Less than once a month	15%	20%	10% 80%	16% 68%	12% 63%	15%	14% 64%	15% 69%	16%	16% 69%	8% 58%	13% 67%	9% 74%	17% 63%	22% 64%	24% 28%	22%	16%	4%
Never	68%	56%				72%			71%								52%	77%	96%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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		Ger	nder		Region			Age			Ethnic			Income	:		Fan	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Baseball	27%	27%	28%	30%	33%	20%	23%	31%	27%	29%	15%	25%	24%	29%	28%	40%	30%	26%	17%
Football	26%	35%	19%	17%	28%	37%	32%	24%	24%	29%	16%	19%	25%	28%	29%	30%	30%	26%	25%
Basketball	14%	14%	15%	20%	9%	12%	19%	13%	13%	10%	41%	18%	17%	9%	16%	17%	16%	15%	11%
Hockey	7%	7%	6%	5%	6%	8%	6%	8%	6%	7%	1%	6%	7%	8%	6%	6%	7%	9%	4%
Tennis	4%	3%	4%	4%	4%	2%	2%	4%	4%	4%	6%	0%	4%	4%	4%	2%	1%	6%	4%
Soccer	4%	3%	5%	5%	4%	3%	6%	4%	3%	4%	1%	8%	4%	4%	6%	1%	3%	2%	2%
Ice skating	3%	0%	5%	4%	2%	1%	1%	2%	4%	2%	1%	4%	2%	1%	1%	3%	4%	4%	5%
Golf	2%	2%	2%	1%	3%	3%	0%	1%	5%	2%	1%	2%	2%	2%	1%	0%	0%	1%	8%
NASCAR/Racing	2%	2%	3%	1%	1%	5%	1%	3%	2%	3%	1%	0%	2%	4%	0%	1%	2%	3%	3%
Other	6%	6%	5%	7%	5%	5%	2%	7%	8%	5%	6%	5%	7%	4%	5%	0%	4%	8%	8%
No favorite	4%	2%	7%	6%	4%	3%	7%	3%	4%	2%	9%	13%	4%	7%	3%	0%	2%	1%	12%
Considering all teams in all sports, wha	t one tea		ld you nder	say is y	our favori Region	ite?		Age			Ethnic			Income	:		Fan	ship	
			_								Afr Amer		4=0.4	\$50K-	44004				
w 1	Total	M	F 240/	NYC	Suburbs	Upst			55+	White	/Black	Other	•	•	•	Avid	Involved	Casual	Non-fan
Yankees	28%	24%	31%	31%	34%	20%	25%	30%	27%	29%	9%	36%	23%	30%	31%	31%	26%	29%	26%
Mets	9%	9%			15%	2%	8%	9%			5%	8%	9%	7%	12%	6%	9%	12%	8%
	00/		9%	12%					10%	10%				221	00/	00/	400/	<b>-</b> 0.4	=0/
Giants	8%	9%	6%	6%	15%	6%	9%	7%	8%	9%	3%	4%	7%	8%	9%	9%	10%	7%	5%
Buffalo Bills	5%	9% 6%	6% 4%	6% 0%	15% 1%	6% 14%	9% 6%	7% 3%	8% 6%	9% 6%	3% 4%	4% 0%	7% 6%	7%	4%	7%	4%	3%	1%
Buffalo Bills Jets	5% 3%	9% 6% 4%	6% 4% 3%	6% 0% 3%	15% 1% 7%	6% 14% 2%	9% 6% 0%	7% 3% 5%	8% 6% 4%	9% 6% 4%	3% 4% 1%	4% 0% 3%	7% 6% 3%	7% 4%	4% 3%	7% 8%	4% 5%	3% 7%	1% 2%
Buffalo Bills Jets Buffalo Sabres	5% 3% 2%	9% 6% 4% 2%	6% 4% 3% 2%	6% 0% 3% 0%	15% 1% 7% 0%	6% 14% 2% 6%	9% 6% 0% 0%	7% 3% 5% 4%	8% 6% 4% 2%	9% 6% 4% 3%	3% 4% 1% 0%	4% 0% 3% 1%	7% 6% 3% 2%	7% 4% 4%	4% 3% 2%	7% 8% 2%	4% 5% 2%	3% 7% 3%	1% 2% 2%
Buffalo Bills Jets Buffalo Sabres Boston Red Sox	5% 3% 2% 2%	9% 6% 4% 2% 2%	6% 4% 3% 2% 3%	6% 0% 3% 0% 1%	15% 1% 7% 0% 3%	6% 14% 2% 6% 3%	9% 6% 0% 0% 3%	7% 3% 5% 4% 2%	8% 6% 4% 2% 2%	9% 6% 4% 3% 3%	3% 4% 1% 0% 0%	4% 0% 3% 1% 0%	7% 6% 3% 2% 1%	7% 4% 4% 4%	4% 3% 2% 3%	7% 8% 2% 2%	4% 5% 2% 3%	3% 7% 3% 1%	1% 2% 2% 3%
Buffalo Bills Jets Buffalo Sabres Boston Red Sox Pittsburgh Steelers	5% 3% 2% 2% 1%	9% 6% 4% 2% 2% 1%	6% 4% 3% 2% 3% 1%	6% 0% 3% 0% 1% 0%	15% 1% 7% 0% 3% 0%	6% 14% 2% 6% 3% 2%	9% 6% 0% 0% 3% 0%	7% 3% 5% 4% 2% 1%	8% 6% 4% 2% 2% 1%	9% 6% 4% 3% 3% 1%	3% 4% 1% 0% 0% 0%	4% 0% 3% 1% 0%	7% 6% 3% 2% 1%	7% 4% 4% 4% 1%	4% 3% 2% 3% 0%	7% 8% 2% 2% 0%	4% 5% 2% 3% 2%	3% 7% 3% 1% 1%	1% 2% 2% 3% 0%
Buffalo Bills Jets Buffalo Sabres Boston Red Sox Pittsburgh Steelers Knicks	5% 3% 2% 2% 1% 1%	9% 6% 4% 2% 2% 1%	6% 4% 3% 2% 3% 1% 2%	6% 0% 3% 0% 1% 0% 1%	15% 1% 7% 0% 3% 0% 2%	6% 14% 2% 6% 3% 2% 1%	9% 6% 0% 0% 3% 0% 2%	7% 3% 5% 4% 2% 1%	8% 6% 4% 2% 2% 1%	9% 6% 4% 3% 3% 1%	3% 4% 1% 0% 0% 0% 5%	4% 0% 3% 1% 0% 0%	7% 6% 3% 2% 1% 1%	7% 4% 4% 4% 1% 2%	4% 3% 2% 3% 0% 0%	7% 8% 2% 2% 0% 2%	4% 5% 2% 3% 2% 3%	3% 7% 3% 1% 1% 0%	1% 2% 2% 3% 0% 1%
Buffalo Bills Jets Buffalo Sabres Boston Red Sox Pittsburgh Steelers Knicks Syracuse	5% 3% 2% 2% 1% 1%	9% 6% 4% 2% 2% 1% 1%	6% 4% 3% 2% 3% 1% 2% 1%	6% 0% 3% 0% 1% 0% 1%	15% 1% 7% 0% 3% 0% 2% 0%	6% 14% 2% 6% 3% 2% 1% 2%	9% 6% 0% 0% 3% 0% 2% 0%	7% 3% 5% 4% 2% 1% 1%	8% 6% 4% 2% 2% 1% 1%	9% 6% 4% 3% 3% 1% 1%	3% 4% 1% 0% 0% 0% 5% 0%	4% 0% 3% 1% 0% 0% 0%	7% 6% 3% 2% 1% 1% 0% 1%	7% 4% 4% 4% 1% 2% 0%	4% 3% 2% 3% 0% 0% 0%	7% 8% 2% 2% 0% 2% 1%	4% 5% 2% 3% 2% 3% 0%	3% 7% 3% 1% 1% 0%	1% 2% 2% 3% 0% 1%
Buffalo Bills Jets Buffalo Sabres Boston Red Sox Pittsburgh Steelers Knicks Syracuse Rangers	5% 3% 2% 2% 1% 1% 1% 0%	9% 6% 4% 2% 2% 1% 1% 1%	6% 4% 3% 2% 3% 1% 2% 1%	6% 0% 3% 0% 1% 0% 1% 0%	15% 1% 7% 0% 3% 0% 2% 0% 1%	6% 14% 2% 6% 3% 2% 1% 2% 0%	9% 6% 0% 0% 3% 0% 2% 0%	7% 3% 5% 4% 2% 1% 1% 1%	8% 6% 4% 2% 2% 1% 1% 1%	9% 6% 4% 3% 3% 1% 1% 1%	3% 4% 1% 0% 0% 0% 5% 0%	4% 0% 3% 1% 0% 0% 0% 0%	7% 6% 3% 2% 1% 1% 0% 1%	7% 4% 4% 4% 1% 2% 0%	4% 3% 2% 3% 0% 0% 2% 1%	7% 8% 2% 2% 0% 2% 1%	4% 5% 2% 3% 2% 3% 0% 2%	3% 7% 3% 1% 1% 0% 0% 1%	1% 2% 2% 3% 0% 1% 0%
Buffalo Bills Jets Buffalo Sabres Boston Red Sox Pittsburgh Steelers Knicks Syracuse	5% 3% 2% 2% 1% 1%	9% 6% 4% 2% 2% 1% 1%	6% 4% 3% 2% 3% 1% 2% 1%	6% 0% 3% 0% 1% 0% 1%	15% 1% 7% 0% 3% 0% 2% 0%	6% 14% 2% 6% 3% 2% 1% 2%	9% 6% 0% 0% 3% 0% 2% 0%	7% 3% 5% 4% 2% 1% 1%	8% 6% 4% 2% 2% 1% 1%	9% 6% 4% 3% 3% 1% 1%	3% 4% 1% 0% 0% 0% 5% 0%	4% 0% 3% 1% 0% 0% 0%	7% 6% 3% 2% 1% 1% 0% 1%	7% 4% 4% 4% 1% 2% 0%	4% 3% 2% 3% 0% 0% 0%	7% 8% 2% 2% 0% 2% 1%	4% 5% 2% 3% 2% 3% 0%	3% 7% 3% 1% 1% 0%	1% 2% 2% 3% 0% 1%

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		Ger	nder		Region			Age			Ethnic			Income	•		Fan	ship	
											Afr Amer			\$50K-					
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Giants	12%	12%	12%	12%	18%	9%	16%	10%	12%	12%	15%	13%	11%	18%	13%	9%	11%	12%	8%
Mets	11%	12%	10%	12%	17%	6%	8%	13%	12%	12%	6%	9%	13%	7%	13%	14%	11%	10%	10%
Yankees	10%	9%	11%	11%	10%	8%	10%	10%	10%	11%	9%	8%	7%	11%	14%	17%	15%	13%	7%
Jets	5%	8%	2%	5%	10%	2%	6%	5%	4%	6%	6%	0%	5%	4%	5%	13%	4%	6%	1%
Buffalo Bills	3%	3%	3%	0%	0%	8%	0%	4%	4%	4%	0%	1%	3%	5%	2%	3%	2%	5%	2%
Buffalo Sabres	2%	3%	2%	0%	1%	6%	1%	3%	3%	3%	0%	0%	2%	4%	2%	6%	3%	2%	1%
Boston Red Sox	2%	2%	2%	3%	2%	1%	1%	2%	3%	2%	0%	2%	3%	1%	2%	0%	2%	2%	3%
Pittsburgh Steelers	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%
Rangers	1%	1%	1%	0%	2%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%
Syracuse	1%	0%	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%
Knicks	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%
Other	30%	36%	25%	28%	26%	35%	37%	30%	24%	28%	36%	41%	32%	25%	32%	34%	44%	28%	18%
No second favorite	22%	14%	30%	26%	14%	22%	21%	20%	26%	20%	27%	25%	23%	25%	16%	2%	6%	18%	50%

About how many times a year do you attend a professional sports event including any team or individual sporting event in which the participants are paid professionals, would you say you attend:

		Ger	nder		Region			Age			Ethnic			Income	2		Far	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
None	42%	36%	48%	45%	35%	43%	31%	36%	60%	42%	44%	43%	55%	37%	27%	14%	25%	48%	67%
1 or 2	31%	31%	31%	30%	31%	32%	39%	31%	23%	31%	31%	28%	34%	25%	35%	24%	38%	30%	29%
At least 3 times but no more than 5	14%	15%	13%	15%	17%	12%	14%	18%	9%	15%	19%	8%	6%	18%	19%	18%	23%	17%	3%
More than 5 but no more than 10	7%	8%	5%	4%	9%	9%	7%	8%	4%	7%	1%	10%	3%	8%	13%	21%	8%	5%	0%
More than 10 but no more than 20	3%	6%	1%	3%	6%	2%	4%	4%	3%	4%	4%	2%	1%	7%	4%	12%	5%	0%	0%
More than 20	2%	3%	2%	3%	3%	2%	5%	2%	1%	2%	1%	9%	1%	6%	2%	11%	2%	0%	0%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Which of the following professional spo	rting eve	ents di	d you a	ttend d	luring the	last 12	month	s?											
Major league baseball																			
		Ger	nder		Region			Age			Ethnic			Income	•		Fan	ship	
											Afr Amer			\$50K-					
	Total	M	F	NYC	Suburbs		18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	35%	40%	31%	37%	52%	23%	42%	41%	22%	37%	20%	41%	25%	39%	52%	67%	42%	34%	14%
No	64%	60%	69%	62%	48%	77%	58%	59%	78%	63%	80%	59%	75%	60%	48%	33%	58%	66%	85%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Minor league baseball																			
Willion league baseball	1	Ger	nder		Region			Age			Ethnic			Income	2		Fan	ship	
								<u> </u>			Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	21%	23%	18%	16%	20%	26%	14%	30%	15%	22%	12%	20%	15%	25%	23%	38%	31%	17%	6%
No	79%	77%	81%	84%	80%	74%	86%	70%	85%	78%	88%	80%	85%	75%	76%	62%	69%	83%	94%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
A National Football League game																			
A National Football League game	1	Ger	nder	1	Region		1	Age			Ethnic			Income	2	1	Fan	ship	
								1.0-			Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	20%	31%	10%	14%	27%	23%	27%	22%	11%	21%	20%	15%	15%	25%	26%	52%	27%	10%	5%
No	80%	69%	90%	86%	73%	77%	73%	78%	89%	79%	80%	85%	85%	75%	74%	48%	73%	90%	95%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A National Basketball Association game																			
8		Ger	nder		Region			Age			Ethnic			Income	<u> </u>		Fan	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	11%	16%	7%	18%	10%	3%	17%	9%	7%	8%	36%	11%	8%	13%	15%	26%	16%	4%	4%
No	89%	84%	93%	82%	90%	97%	83%	91%	93%	92%	64%	88%	91%	87%	85%	74%	84%	96%	96%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%

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		Gei	nder		Region			Age			Ethnic			Income	:		Fan	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	15%	17%	13%	9%	26%	15%	15%	19%	10%	16%	3%	16%	8%	19%	19%	29%	18%	15%	4%
No	85%	83%	87%	91%	74%	85%	85%	81%	90%	84%	97%	84%	92%	81%	81%	71%	82%	85%	96%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
A professional golf tournament																			
- Providence Bon Communication	1	Gei	nder		Region			Age		I	Ethnic			Income	<b>:</b>		Fan	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	5%	6%	4%	3%	9%	4%	5%	5%	4%	5%	2%	4%	2%	5%	8%	13%	6%	2%	2%
No	95%	94%	96%	97%	91%	96%	95%	95%	96%	95%	98%	96%	98%	95%	92%	87%	94%	98%	98%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Was there any other professional spo	rting even	ts that	you att	ended	during the	e last 1	2 mont	hs?											
		Gei	nder		Region			Age	1		Ethnic			Income			Fan	ship	
	Total	м	F	NYC	Suburbs	Unst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K- \$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	13%	17%	10%	13%	15%	13%	12%	16%	11%	13%	16%	15%	9%	18%	15%	26%	19%	11%	4%
					85%	87%	88%	84%	89%	87%	84%	85%	91%	82%	85%	74%	81%	89%	96%
No	87%	83%	90%	8/%	0070	0//0												001	0%
No Refused	87% 0%	83% 0%	90%	87% 0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0,0
Refused	0%	0%	0%	0%	0%				0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0,0
	0%	0% oorts g	0% ames o	0%	0% aments?			0%	0%	0%		0%	0%			0%			0,0
Refused	0%	0% oorts g	0%	0%	0%				0%	0%	Ethnic	0%	0%	Income		0%		ship	
Refused	0% d College sp	0% oorts g	0% ames o	0% r tourn	0% aments? Region	0%	0%	0% Age			Ethnic Afr Amer			Income \$50K-			Fan	ship	
Refused	0% d College sp	0% ports ga	0% ames o nder F	0% r tourn NYC	0% aments?	0% Upst	0% 18-34	0% Age	55+	0% White 24%	Ethnic	0% Other 13%		Income \$50K- \$100K		Avid		ship	
Refused  Over the past year have you attended	0% d College sp	0% ports ga Gei	0% ames o	0% r tourn	0% aments? Region Suburbs	0%	0%	0% Age 35-54		White	Ethnic Afr Amer /Black	Other	< \$50K	Income \$50K-	\$100K+		Fan	ship Casual	Non-fan
Refused  Over the past year have you attended  Yes	0% d College sp  Total 23%	O% Oorts g Gei M 30%	0% ames o nder F 17%	0% r tourn NYC 19%	0% aments? Region Suburbs 26%	0% Upst 26%	0% 18-34 29%	0% Age 35-54 25%	<b>55+</b> 16%	White	Ethnic Afr Amer /Black 29%	Other	< \$50K	\$50K- \$100K	\$100K+ 32%	<b>Avid</b> 46%	Fan Involved 34%	ship Casual	Non-fa

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		Ger	ıder		Region			Age			Ethnic			Income	:		Fan	ship	
	Total	м	F	NYC	Suburbs	Upst	18-34		55+	White	Afr Amer /Black	Other	< \$50K	\$50K- \$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes	32%	36%	29%	22%	42%	39%	36%	37%	21%	34%	38%	17%	28%	32%	41%	48%	49%	29%	12%
No	68%	64%	71%	78%	58%	61%	64%	63%	79%	66%	62%	83%	72%	68%	59%	52%	51%	71%	88%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Which of the following sporting events	would yo	l ou say i	s the S	INGLE (	ONE that y	ou loo	k forwa	rd to a	nd are	excited	l about each	year? Is	s your fa	vorite s	porting e	vent:			
		Ger	der		Region			Age			Ethnic			Income	)		Fan	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
The Super Bowl	34%	41%	28%	31%	36%	38%	46%	30%	30%	34%	46%	27%	35%	35%	36%	28%	29%	36%	24%
The World Series	29%	23%	35%	31%	39%	21%	24%	31%	31%	31%	13%	29%	29%	25%	30%	39%	37%	32%	31%
The College Basketball Tournament	7%	8%	6%	5%	4%	12%	4%	8%	10%	8%	0%	9%	5%	9%	8%	8%	5%	3%	4%
The Stanley Cup	6%	6%	6%	3%	8%	8%	4%	7%	5%	7%	0%	3%	6%	6%	5%	7%	7%	5%	5%
The NBA Finals	4%	6%	3%	9%	1%	1%	7%	5%	2%	1%	17%	11%	5%	4%	5%	14%	10%	5%	3%
U.S. Open	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	1%	0%	2%	3%	2%	0%	1%	1%	0%
The Masters	1%	1%	0%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%
Daytona 500	1%	0%	1%	0%	0%	2%	0%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%
World Cup	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	2%	2%	4%	1%
Olympics	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%	0%
Some other	4%	6%	3%	6%	2%	4%	5%	4%	5%	5%	6%	3%	5%	4%	4%	1%	5%	7%	4%
No favorite	10%	5%	14%	12%	6%	10%	8%	10%	12%	9%	13%	14%	10%	11%	8%	0%	2%	5%	26%

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		Ger	nder		Region			Age			Ethnic			Income	2		Fan	ıship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
The Super Bowl	27%	28%	26%	23%	30%	29%	22%	33%	24%	28%	16%	30%	27%	26%	27%	27%	20%	19%	21%
The World Series	21%	24%	19%	21%	29%	16%	24%	17%	24%	22%	13%	21%	18%	23%	23%	28%	38%	32%	13%
The College Basketball Tournament	9%	12%	7%	9%	9%	11%	9%	10%	9%	10%	12%	7%	8%	12%	11%	8%	11%	9%	4%
The NBA Finals	8%	10%	5%	12%	1%	6%	15%	4%	5%	4%	29%	11%	13%	4%	7%	8%	6%	8%	6%
The Stanley Cup	7%	6%	8%	4%	9%	9%	5%	9%	7%	8%	2%	3%	6%	8%	10%	16%	12%	9%	4%
The Masters	1%	1%	2%	1%	3%	1%	0%	1%	3%	2%	0%	0%	1%	1%	1%	1%	2%	2%	0%
Daytona 500	1%	2%	0%	0%	0%	3%	3%	0%	0%	1%	0%	0%	1%	0%	2%	3%	0%	2%	0%
Olympics	1%	0%	1%	1%	2%	0%	0%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	1%	1%
U.S. Open	1%	1%	1%	1%	2%	0%	0%	2%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%
World Cup	1%	2%	0%	2%	1%	0%	1%	1%	1%	1%	0%	3%	0%	0%	2%	3%	1%	0%	0%
Some other	4%	5%	3%	5%	3%	4%	5%	4%	4%	5%	7%	1%	6%	3%	3%	1%	6%	5%	4%
No second favorite	19%	10%	28%	21%	22%	20%	16%	19%	23%	18%	19%	23%	20%	20%	13%	3%	3%	12%	46%

Thinking specifically about professional sporting events tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with these statements that some people have made.

Going	to	а	nro	sports	event	is a	special	time.	I love to	g٨.
COILIE	,	u	PIU	3poi t3	CVCIIC	13 U	Special	unic.	I IOVE LO	go.

		Ger	nder		Region			Age			Ethnic			Income	2		Fan	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Strongly agree	33%	39%	28%	30%	41%	32%	39%	36%	24%	34%	37%	32%	30%	36%	38%	64%	47%	26%	12%
Somewhat agree	30%	32%	29%	31%	27%	32%	37%	31%	24%	30%	23%	40%	33%	26%	31%	28%	34%	43%	18%
Somewhat disagree	12%	11%	13%	15%	11%	10%	13%	10%	15%	13%	16%	4%	11%	12%	14%	5%	9%	14%	18%
Strongly disagree	21%	16%	26%	22%	20%	21%	10%	21%	32%	21%	19%	22%	21%	23%	16%	2%	8%	15%	46%
Don't know/Refused	3%	2%	4%	2%	1%	5%	1%	3%	5%	3%	6%	2%	4%	3%	1%	1%	1%	2%	6%

With all the hassles and costs, I'd rather watch the game on TV than go.

With an the hassies and costs, i a rather					<i>0</i> •.														
		Ger	nder		Region			Age			Ethnic			Income	<b>!</b>		Fan	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Strongly agree	52%	55%	49%	47%	58%	53%	35%	52%	67%	52%	49%	51%	55%	52%	43%	44%	51%	58%	52%
Somewhat agree	25%	24%	25%	23%	20%	29%	33%	27%	14%	26%	17%	21%	24%	26%	26%	28%	26%	26%	20%
Somewhat disagree	11%	13%	10%	12%	12%	11%	18%	11%	6%	12%	15%	8%	12%	8%	16%	17%	17%	8%	7%
Strongly disagree	8%	5%	10%	12%	8%	3%	11%	7%	6%	6%	15%	14%	4%	11%	10%	12%	5%	5%	10%
Don't know/Refused	4%	3%	6%	5%	3%	4%	4%	3%	6%	4%	4%	6%	5%	3%	5%	0%	1%	3%	11%

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		Ger	nder		Region			Age			Ethnic			Income	2		Far	nship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-far
Strongly agree	70%	66%	75%	67%	81%	68%	52%	76%	81%	73%	47%	72%	65%	69%	78%	68%	72%	73%	68%
Somewhat agree	18%	23%	14%	17%	12%	24%	35%	14%	8%	19%	21%	16%	20%	22%	14%	28%	17%	20%	13%
Somewhat disagree	5%	5%	5%	6%	3%	4%	7%	5%	2%	4%	13%	6%	5%	3%	7%	4%	6%	3%	6%
Strongly disagree	3%	4%	2%	5%	1%	1%	3%	2%	3%	2%	6%	4%	3%	4%	0%	0%	4%	1%	5%
Don't know/Refused	4%	3%	5%	5%	2%	2%	2%	4%	5%	3%	13%	2%	7%	2%	2%	0%	1%	3%	8%
I enjoy being at the event so much	that the price		cets, pa	rking a	and food d Region	on't bo	ther m	e. Age			Ethnic			Income	•		Far	nship	
	Total	N4	F	NIVC		Unct	10 24		55+	\A/bita	Afr Amer	Othor	< ¢EOV	\$50K-	¢100V+	ام زیر ۸			Non for
Strongly agree	Total 6%	<b>M</b> 7%	<b>5</b> %	NYC 8%	Suburbs 6%	3%	<b>18-34</b>	<b>5%</b>	4%	White 4%	/Black 8%	Other 11%	6%	7%	<b>\$100K+</b> 5%	Avid 5%	Involved 6%	Casual 4%	Non-far
Somewhat agree	14%	17%	11%	13%	13%	16%	23%	13%	6%	15%	15%	12%	17%	14%	15%	23%	16%	14%	8%
Somewhat disagree	19%	21%	18%	18%	19%	22%	30%	18%	11%	20%	21%	18%	18%	16%	23%	26%	21%	24%	10%
Strongly disagree	56%	53%	59%	57%	56%	55%	37%	59%	71%	57%	50%	56%	53%	60%	52%	46%	54%	54%	65%
		3%	6%	5%	5%	4%	1%	4%	7%	5%	6%	3%	6%	3%	4%	0%	2%	3%	10%

Now a few questions about participating in sports. In an average week about how many hours do you spend engaged in physical activities including jogging, working out, playing sports or other activities in which you could break a sweat? Would you say:

		Ger	nder		Region			Age			Ethnic			Income	9		Fan	ship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
None at all	17%	13%	20%	16%	15%	19%	8%	16%	26%	16%	19%	17%	21%	17%	9%	5%	16%	18%	23%
1 or 2	22%	20%	24%	21%	19%	24%	22%	21%	23%	21%	27%	21%	28%	17%	13%	13%	19%	27%	24%
At least 3 but no more than 5	28%	23%	32%	30%	27%	26%	24%	31%	28%	29%	20%	29%	21%	29%	36%	24%	29%	30%	27%
More than 5 but no more than 10	20%	24%	17%	16%	23%	23%	19%	22%	18%	21%	14%	19%	16%	22%	29%	25%	25%	17%	15%
More than 10 but no more than 20	10%	14%	6%	13%	13%	4%	20%	7%	4%	9%	14%	10%	11%	12%	9%	26%	6%	5%	8%
More than 20	3%	5%	1%	3%	4%	3%	6%	3%	1%	3%	5%	4%	4%	3%	3%	8%	4%	2%	1%
Don't know/Refused	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	2%

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	uiu say	is your	tavorii	te, thai	: is, you en	ijoy it t	he mos	t know	ing tha	t it may	not be the	one you	u do mo:	st often	. wnat is	your t	avorite phy	sical act	ivity?
		Gen	der		Region			Age			Ethnic			Income	:		Fan	ship	
											Afr Amer			\$50K-					
	Total	M	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Walking	21%	14%	28%	20%	19%	24%	10%	18%	36%	21%	28%	16%	22%	19%	15%	48%	25%	16%	4%
Sports	20%	28%	12%	19%	23%	20%	26%	22%	12%	20%	24%	17%	21%	22%	19%	6%	18%	25%	29%
Jogging/Running	13%	12%	13%	15%	12%	9%	18%	13%	7%	11%	17%	19%	10%	14%	15%	4%	7%	13%	9%
Indoor fitness	12%	12%	13%	14%	13%	10%	13%	13%	12%	13%	6%	16%	11%	10%	17%	13%	11%	13%	13%
Water sports	9%	7%	10%	7%	9%	11%	6%	10%	9%	9%	5%	6%	7%	6%	13%	5%	8%	6%	6%
Cycling	7%	8%	5%	7%	7%	6%	6%	7%	6%	7%	5%	6%	6%	8%	7%	1%	2%	2%	5%
Yoga/Martial Arts	3%	2%	3%	3%	3%	1%	4%	3%	2%	3%	1%	4%	4%	1%	4%	1%	0%	2%	3%
Dancing	2%	1%	3%	2%	2%	1%	2%	1%	2%	1%	0%	6%	3%	2%	0%	0%	1%	1%	2%
Gardening	1%	1%	2%	0%	1%	3%	0%	1%	3%	1%	1%	1%	1%	1%	1%	15%	15%	7%	14%
Winter sports	1%	1%	1%	1%	2%	2%	0%	2%	2%	2%	0%	0%	1%	2%	2%	0%	1%	2%	1%
Other	9%	12%	6%	10%	6%	9%	14%	8%	5%	8%	12%	6%	11%	11%	6%	6%	8%	9%	10%
None	3%	2%	3%	2%	3%	4%	0%	3%	6%	2%	2%	4%	4%	3%	1%	1%	2%	4%	3%
And your second most favorite physical a	ctivity?																		
		Gen	der		Region			Age			Ethnic			Income	<u>:</u>		Fan	ship	
		Gen	der		Region			Age			Ethnic Afr Amer			\$50K-	:		Fan	ship	
	Total	М	F	NYC	Suburbs	•	18-34	35-54	55+	White	Afr Amer /Black		-	\$50K- \$100K	\$100K+	Avid	Involved	Casual	Non-fan
Sports	Total		<b>F</b> 14%	23%	Suburbs 26%	20%	36%	<b>35-54</b> 21%	11%	23%	Afr Amer /Black 25%	Other 23%	19%	\$50K- \$100K 26%	<b>\$100K+</b> 25%	47%			Non-fan 9%
Sports Walking		М	F		Suburbs	•		35-54			Afr Amer /Black			\$50K- \$100K	\$100K+		Involved	Casual	
•	23%	<b>M</b> 32%	<b>F</b> 14%	23% 14% 12%	Suburbs 26%	20% 20% 13%	36%	<b>35-54</b> 21%	11%	23%	Afr Amer /Black 25%	23%	19%	\$50K- \$100K 26% 13% 11%	<b>\$100K+</b> 25%	47%	Involved 28%	Casual	9%
Walking	23% 16%	M 32% 10%	F 14% 22% 10% 8%	23% 14% 12% 12%	Suburbs 26% 12%	20%	36% 11%	35-54 21% 17% 14% 9%	11% 20% 12% 3%	23% 17%	Afr Amer /Black 25% 12%	23% 12% 17% 12%	19% 19%	\$50K- \$100K 26% 13% 11% 9%	\$100K+ 25% 17%	47% 3%	Involved 28% 17%	Casual 18% 20%	9% 18%
Walking Indoor fitness	23% 16% 13%	M 32% 10% 16%	F 14% 22% 10%	23% 14% 12%	Suburbs 26% 12% 14%	20% 20% 13%	36% 11% 13%	35-54 21% 17% 14%	11% 20% 12%	23% 17% 12%	Afr Amer /Black 25% 12% 18%	23% 12% 17%	19% 19% 15%	\$50K- \$100K 26% 13% 11%	\$100K+ 25% 17% 15%	47% 3% 6%	Involved 28% 17% 6%	Casual 18% 20% 2%	9% 18% 5%
Walking Indoor fitness Jogging/Running	23% 16% 13% 9%	M 32% 10% 16% 11%	F 14% 22% 10% 8%	23% 14% 12% 12%	Suburbs 26% 12% 14% 8%	20% 20% 13% 7%	36% 11% 13% 16%	35-54 21% 17% 14% 9%	11% 20% 12% 3%	23% 17% 12% 8%	Afr Amer /Black 25% 12% 18% 12%	23% 12% 17% 12%	19% 19% 15% 9%	\$50K- \$100K 26% 13% 11% 9%	\$100K+ 25% 17% 15% 13%	47% 3% 6% 19%	Involved 28% 17% 6% 15%	Casual 18% 20% 2% 7%	9% 18% 5% 13%
Walking Indoor fitness Jogging/Running Cycling	23% 16% 13% 9% 6%	M 32% 10% 16% 11% 5%	F 14% 22% 10% 8% 8%	23% 14% 12% 12% 8%	Suburbs 26% 12% 14% 8% 6%	20% 20% 13% 7% 4%	36% 11% 13% 16% 6%	35-54 21% 17% 14% 9% 7%	11% 20% 12% 3% 6%	23% 17% 12% 8% 6%	Afr Amer /Black 25% 12% 18% 12% 2%	23% 12% 17% 12% 12%	19% 19% 15% 9% 6%	\$50K- \$100K 26% 13% 11% 9% 5%	\$100K+ 25% 17% 15% 13% 6%	47% 3% 6% 19% 3%	1nvolved 28% 17% 6% 15% 4%	Casual 18% 20% 2% 7% 6%	9% 18% 5% 13% 10%
Walking Indoor fitness Jogging/Running Cycling Water sports	23% 16% 13% 9% 6% 5%	M 32% 10% 16% 11% 5%	F 14% 22% 10% 8% 8% 5%	23% 14% 12% 12% 8% 4%	Suburbs 26% 12% 14% 8% 6% 6%	20% 20% 13% 7% 4% 5%	36% 11% 13% 16% 6% 1%	35-54 21% 17% 14% 9% 7%	11% 20% 12% 3% 6% 6%	23% 17% 12% 8% 6% 6%	Afr Amer /Black 25% 12% 18% 12% 2% 1%	23% 12% 17% 12% 12% 4%	19% 19% 15% 9% 6% 4%	\$50K- \$100K 26% 13% 11% 9% 5% 6%	\$100K+ 25% 17% 15% 13% 6% 5%	47% 3% 6% 19% 3% 0%	17% 6% 15% 4% 1%	Casual 18% 20% 2% 7% 6% 2%	9% 18% 5% 13% 10% 4%
Walking Indoor fitness Jogging/Running Cycling Water sports Yoga/Martial Arts	23% 16% 13% 9% 6% 5% 2%	M 32% 10% 16% 11% 5% 5%	F 14% 22% 10% 8% 8% 5% 4%	23% 14% 12% 12% 8% 4% 2% 1%	Suburbs 26% 12% 14% 8% 6% 6% 2%	20% 20% 13% 7% 4% 5% 2%	36% 11% 13% 16% 6% 1% 4%	35-54 21% 17% 14% 9% 7% 7% 2%	11% 20% 12% 3% 6% 6% 1%	23% 17% 12% 8% 6% 6% 3%	Afr Amer /Black 25% 12% 18% 12% 2% 1% 3%	23% 12% 17% 12% 12% 4% 0% 1%	19% 19% 15% 9% 6% 4% 2%	\$50K- \$100K 26% 13% 11% 9% 5% 6% 1%	\$100K+ 25% 17% 15% 13% 6% 5% 4%	47% 3% 6% 19% 3% 0%	17% 28% 17% 6% 15% 4% 1%	Casual 18% 20% 2% 7% 6% 2% 2%	9% 18% 5% 13% 10% 4% 1%
Walking Indoor fitness Jogging/Running Cycling Water sports Yoga/Martial Arts Dancing	23% 16% 13% 9% 6% 5% 2% 1%	M 32% 10% 16% 11% 5% 5% 0%	F 14% 22% 10% 8% 8% 5% 4% 2%	23% 14% 12% 12% 8% 4% 2% 1%	Suburbs 26% 12% 14% 8% 6% 6% 2% 1%	20% 20% 13% 7% 4% 5% 2% 1%	36% 11% 13% 16% 6% 1% 4% 0%	35-54 21% 17% 14% 9% 7% 7% 2% 2%	11% 20% 12% 3% 6% 6% 1%	23% 17% 12% 8% 6% 6% 3% 1%	Afr Amer /Black 25% 12% 18% 12% 2% 1% 3% 0%	23% 12% 17% 12% 12% 4% 0% 1%	19% 19% 15% 9% 6% 4% 2% 0%	\$50K- \$100K 26% 13% 11% 9% 5% 6% 1%	\$100K+ 25% 17% 15% 13% 6% 5% 4% 2%	47% 3% 6% 19% 3% 0% 11%	Involved  28%  17%  6%  15%  4%  1%  1%  0%	Casual 18% 20% 2% 7% 6% 2% 2% 1%	9% 18% 5% 13% 10% 4% 1%
Walking Indoor fitness Jogging/Running Cycling Water sports Yoga/Martial Arts Dancing Gardening	23% 16% 13% 9% 6% 5% 2% 1%	M 32% 10% 16% 11% 5% 5% 0% 0%	F 14% 22% 10% 8% 8% 5% 4% 2% 1%	23% 14% 12% 12% 8% 4% 2% 1%	Suburbs  26%  12%  14%  8%  6%  2%  1%  1%	20% 20% 13% 7% 4% 5% 2% 1% 2%	36% 11% 13% 16% 6% 1% 4% 0%	35-54 21% 17% 14% 9% 7% 2% 2% 1%	11% 20% 12% 3% 6% 6% 1% 1% 2%	23% 17% 12% 8% 6% 6% 3% 1%	Afr Amer /Black 25% 12% 18% 12% 2% 1% 3% 0%	23% 12% 17% 12% 12% 4% 0% 1%	19% 19% 15% 9% 6% 4% 2% 0% 1%	\$50K- \$100K 26% 13% 11% 9% 5% 6% 1% 1%	\$100K+ 25% 17% 15% 13% 6% 5% 4% 2% 0%	47% 3% 6% 19% 3% 0% 11% 7%	1nvolved 28% 17% 6% 15% 4% 1% 0% 8%	Casual 18% 20% 2% 7% 6% 2% 1% 16%	9% 18% 5% 13% 10% 4% 1% 1%
Walking Indoor fitness Jogging/Running Cycling Water sports Yoga/Martial Arts Dancing Gardening Winter sports	23% 16% 13% 9% 6% 5% 2% 1% 1%	M 32% 10% 16% 11% 5% 5% 0% 0% 1% 2%	F 14% 22% 10% 8% 8% 5% 4% 2% 1%	23% 14% 12% 12% 8% 4% 2% 1% 0% 2%	Suburbs  26%  12%  14%  8%  6%  6%  1%  1%  2%	20% 20% 13% 7% 4% 5% 2% 1% 2%	36% 11% 13% 16% 6% 1% 4% 0% 0%	35-54 21% 17% 14% 9% 7% 7% 2% 2% 1% 2%	11% 20% 12% 3% 6% 6% 1% 1% 2%	23% 17% 12% 8% 6% 6% 3% 1% 1%	Afr Amer /Black 25% 12% 18% 12% 2% 1% 3% 0% 0%	23% 12% 17% 12% 12% 4% 0% 1% 0% 3%	19% 19% 15% 9% 6% 4% 2% 0% 1%	\$50K- \$100K 26% 13% 11% 9% 5% 6% 1% 1% 0%	\$100K+ 25% 17% 15% 13% 6% 5% 4% 2% 0% 4%	47% 3% 6% 19% 3% 0% 11% 7% 2%	1nvolved  28%  17%  6%  15%  4%  1%  0%  8%  2%	Casual 18% 20% 2% 7% 6% 2% 1% 16% 2%	9% 18% 5% 13% 10% 4% 1% 1% 7%

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		Ger	nder		Region			Age			Ethnic			Income	9		Far	nship	
											Afr Amer			\$50K-				1	
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-far
Yes	45%	54%	36%	40%	51%	46%	36%	52%	44%	48%	26%	40%	29%	60%	56%	68%	55%	42%	26%
No	55%	46%	64%	60%	48%	53%	64%	48%	55%	52%	74%	60%	71%	40%	44%	32%	45%	58%	74%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
For each of the following, tell me wh	ether or no	t you h	ave ev	l er part	icipated?		<u> </u>			<u>l</u>									<u> </u>
Entered a March Madness, college b	asketball po	ool																	
		Ger	nder		Region			Age			Ethnic			Income	9		Far	nship	
	Total	м	F	NYC	Suburbs	Unst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K- \$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes - Have participated	21%	28%	14%	17%	22%	25%	18%	24%	19%	23%	7%	17%	10%	31%	29%	50%	29%	11%	6%
No - Have NOT participated	79%	72%	85%	83%	78%	75%	82%	75%	81%	76%	93%	83%	90%	69%	71%	50%	71%	88%	93%
Refused	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Entered a pool for the super bowl																		<u> </u>	<u> </u>
		Ger	nder		Region			Age			Ethnic			Income	<u> </u>		Far	nship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes - Have participated	48%	57%	40%	39%	61%	52%	34%	62%	46%	53%	27%	39%	32%	62%	61%	74%	63%	43%	27%
No - Have NOT participated	51%	42%	59%	60%	39%	48%	66%	37%	54%	47%	73%	60%	68%	38%	39%	26%	36%	57%	72%
Refused	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%
Bet with friends or family on an indiv	vidual sport	ing eve	nt																
Det men menus en lammy en an man	- I a a a a a a a a a a a a a a a a a a		nder		Region			Age			Ethnic			Income	2		Far	nship	
											Afr Amer			\$50K-					
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	/Black	Other	< \$50K	\$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes - Have participated	36%	48%	26%	33%	40%	39%	35%	40%	34%	38%	40%	26%	28%	46%	40%	67%	49%	29%	16%
No - Have NOT participated	63%	52%	74%	67%	60%	61%	65%	60%	66%	62%	60%	74%	72%	54%	60%	33%	51%	71%	84%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Gambled at a race track																			
		Ger	nder		Region			Age			Ethnic			Income	•		Fan	ship	
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K- \$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes - Have participated	31%	33%	29%	23%	33%	40%	17%	33%	41%	36%	15%	14%	24%	34%	37%	40%	43%	27%	20%
No - Have NOT participated	69%	66%	71%	77%	66%	60%	83%	67%	58%	64%	85%	86%	76%	65%	63%	60%	57%	73%	80%
Refused	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Gambled at off-track betting																			
		Ger	nder		Region			Age			Ethnic			Income	<u> </u>		Fan	ship	
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K- \$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes - Have participated	15%	17%	14%	12%	20%	16%	6%	19%	19%	17%	5%	11%	11%	21%	17%	25%	19%	15%	7%
No - Have NOT participated	84%	83%	86%	88%	79%	84%	94%	81%	80%	83%	95%	89%	89%	79%	83%	75%	81%	84%	92%
Refused	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Bet with a local bookmaker	<u> </u>																		
		Ger	nder		Region			Age			Ethnic			Income	9		Fan	ship	
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K- \$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes - Have participated	5%	7%	2%	4%	7%	4%	4%	6%	4%	5%	2%	5%	3%	8%	3%	13%	6%	2%	1%
No - Have NOT participated	95%	92%	98%	96%	92%	96%	96%	94%	95%	95%	98%	95%	97%	92%	97%	86%	94%	98%	99%
Refused	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Gambled using an online betting we	bsite																		
		Ger	nder		Region			Age			Ethnic			Income	)		Fan	ship	
	Total	М	F	NYC	Suburbs	Upst	18-34	35-54	55+	White	Afr Amer /Black	Other	< \$50K	\$50K- \$100K	\$100K+	Avid	Involved	Casual	Non-fan
Yes - Have participated	3%	6%	0%	3%	6%	1%	6%	2%	1%	3%	1%	3%	2%	3%	6%	12%	3%	0%	0%
No - Have NOT participated	97%	94%	100%	97%	93%	99%	94%	98%	99%	97%	99%	97%	98%	97%	94%	87%	97%	100%	99%
Refused	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

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