

**ASU National Sports Public Opinion Pulse
Topline and Crosstabs**



National General Population
Survey Conducted January 20th - 25th, 2021
n = 1,800 with a MoE +/- 2.31%
Online Survey via online opt-in survey platform
*Totals may not add up to 100% due to rounding

*Percentages may not total 100%, due to rounding.

Region

	Total
Sample Size	1,800
Atlantic	
Count	356
Column %	20%
Great Lakes	
Count	288
Column %	16%
Pacific	
Count	293
Column %	16%
Plains	
Count	292
Column %	16%
Southern	
Count	427
Column %	24%
Western	
Count	144
Column %	8%

Age Group

	Total
Sample Size	1,800
18 to 34 years old	
Count	536
Column %	30%
35 to 44 years old	
Count	295
Column %	16%
45 to 54 years old	
Count	288
Column %	16%
55 to 64 years old	
Count	299
Column %	17%
65 years old or more	
Count	382
Column %	21%

Sex

	Total
Sample Size	1,800
Female	
Count	922
Column %	51%
Male	
Count	875
Column %	49%
Intersex	
Count	3
Column %	0%

Ethnicity

	Total
Sample Size	1,800
White	
Count	1,132
Column %	63%
Hispanic	
Count	295
Column %	16%
AA	
Count	220
Column %	12%
Asian	
Count	108
Column %	6%
Other	
Count	45
Column %	3%

*Percentages may not total 100%, due to rounding.

Q1a) How often would you say you currently use the following method, specifically to watch sports? I watch sports on cable Television live *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Often Column %	31%	38% CEFG	30%	31%	27%	30%	24%	37% I	26%	18%	44% J	0%	32% N	24%	37% NP	24%	31%
Somewhat Often Column %	22%	24%	22%	22%	18%	23%	21%	25% I	20%	22%	22%	0%	19%	31% MQ	24%	25%	15%
Not Very Often Column %	13%	9%	12%	13%	16% B	13%	15% B	12%	13%	15% K	10%	46% K	11%	15%	16%	14%	7%
Not Often at All Column %	14%	9%	15% B	19% BF	17% B	12%	16% B	12%	16% H	15%	13%	0%	16% NO	11%	7%	18% O	16%
I do not watch sports. Column %	20%	20%	21%	15%	22% D	22% D	24% D	15%	25% H	29% K	11%	54% K	21%	19%	16%	19%	31% NO

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q1b) How often would you say you currently use the following method, specifically to watch sports? I watch sports on broadcast Television live *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Often Column %	26%	26%	29%	26%	25%	25%	21%	29% I	23% I	15% J	37% J	0%	27% N	19% N	31% N	24%	25%
Somewhat Often Column %	25%	25%	23%	24%	22% E	29% E	23%	29% I	21% I	23%	26%	0%	23% M	34% MOP	24% O	19% P	22%
Not Very Often Column %	15%	15%	16% F	17% F	17% F	11% F	18% F	15%	15%	17%	13%	0%	14%	16%	17%	19%	9%
Not Often at All Column %	15%	13% B	14%	19% B	15%	14%	16%	13% H	17% H	16%	14%	46%	15%	14%	13%	20%	12%
I do not watch sports. Column %	20%	21% D	18%	14% D	22% D	21% D	22% D	15%	24% H	29% K	10% K	54% K	21%	17% N	15% O	18%	32% NO

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BDEFHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q1c) How often would you say you currently use the following method, specifically to watch sports? I watch sports using an app on my Smart TV *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Often Column %	15%	16% G	13%	16%	16%	18% CG	9%	26% I	6%	10%	22% J	0%	15%	14%	20%	16%	19%
Somewhat Often Column %	15%	15%	12%	20% CEG	13%	16%	11%	22% I	9%	13%	17% J	0%	13%	22% MQ	18% Q	15%	5%
Not Very Often Column %	14%	12%	12%	18% BG	18% BG	13%	10%	18% I	10%	15%	13%	0%	12%	21% M	15%	13%	15%
Not Often at All Column %	29%	31%	33% F	26%	26%	25%	37% DEF	18%	38% H	28%	30%	46%	32% NO	20%	24%	31% N	23%
I do not watch sports. Column %	27%	26%	30% D	20%	28% D	27% D	33% D	17%	36% H	35% K	19%	54%	29% N	23%	22%	25%	39% NO

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNOQ

*Percentages may not total 100%, due to rounding.

Q1d) How often would you say you currently use the following method, specifically to watch sports? I stream sports on my laptop/tablet live *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Often Column %	13%	14%	10%	15% G	11%	15% G	8%	23% I	4%	8%	18% J	0%	12%	11% N	17% N	12%	17%
Somewhat Often Column %	14%	13%	12%	19% CG	15%	14%	9%	21% I	9%	9%	19% J	0%	13%	18% M	12%	21% MO	11%
Not Very Often Column %	14%	15%	11%	17% CG	14%	13%	10%	18% I	10%	14%	13%	0%	11%	19% M	20% M	14%	15%
Not Often at All Column %	31%	31%	32%	27%	30%	29%	39% DF	21%	39% H	31%	30%	46%	33% OQ	29%	26%	27%	17%
I do not watch sports. Column %	29%	27%	34% D	23%	29%	29%	35% D	18%	38% H	37% K	20%	54%	31% N	24%	26%	27%	40% NO

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDFGHIJKMNOQ

*Percentages may not total 100%, due to rounding.

Q1e) How often would you say you currently use the following method, specifically to watch sports? I stream sports on my smart phone live *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Often Column %	14%	14%	11%	16%	12%	16%	10%	25% I	4%	8%	20% J	0%	14%	13%	18%	13%	11%
Somewhat Often Column %	13%	14% CG	8%	19% CG	16% CG	13% CG	7%	21% I	7%	11%	16% J	0%	11%	20% M	14%	15%	15%
Not Very Often Column %	12%	11%	15%	12%	15% F	10%	10%	17% I	8%	13%	12%	0%	10%	18% M	14%	13%	10%
Not Often at All Column %	30%	33%	33%	29%	27%	27%	36% EF	19%	40% H	30%	31%	46%	33% N	26%	27%	27%	20%
I do not watch sports. Column %	30%	28%	34% D	25%	30%	33% D	37% D	19%	41% H	39% K	22%	54%	32% N	24%	27%	32%	44% NO

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDEFGHIJKMNO

*Percentages may not total 100%, due to rounding.

Q1f) How often would you say you currently use the following method, specifically to watch sports? I record sports to watch later *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Often Column %	14%	15%	11%	15%	13%	16% CG	9%	22% I	6%	9%	19% J	0%	14%	13%	17%	12%	16%
Somewhat Often Column %	14%	16%	11%	15%	17%	14%	11%	20% I	9%	11%	18% J	0%	13%	18%	15%	14%	10%
Not Very Often Column %	12%	14% F	12%	16% F	15% F	8%	11%	14%	11%	11%	14% J	0%	12%	16% M	13%	11%	7%
Not Often at All Column %	30%	28%	34% E	31%	26%	32%	34%	24%	36% H	31%	30%	46%	31%	29%	28%	34%	26%
I do not watch sports. Column %	29%	27%	32% D	22%	30% D	30% D	35% D	19%	37% H	38% K	20%	54%	30%	24%	28%	29%	41% N

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDEFGHIJKMN

*Percentages may not total 100%, due to rounding.

Q1g) How often would you say you currently use the following method, specifically to watch sports? I attend sports in-person *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Often Column %	12%	16% CG	9%	14% G	12%	12%	6%	21% I	4%	7%	18% J	0%	12%	13%	13%	10%	13%
Somewhat Often Column %	16%	18%	15%	19%	14%	16%	14%	22% I	11%	13%	19% J	0%	15%	19%	16%	14%	10%
Not Very Often Column %	23%	21%	28% BF	25%	23%	19%	21%	22%	23%	21%	25%	0%	23%	25%	19%	23%	18%
Not Often at All Column %	25%	24%	23%	23%	27%	27%	29%	19%	30% H	27%	23%	46%	25%	21%	30% N	27%	20%
I do not watch sports. Column %	24%	22%	25%	19%	24%	27% D	29% D	16%	31% H	32% K	16%	54%	24%	22%	22%	26%	39% MNO

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDFGHIJKMNO

*Percentages may not total 100%, due to rounding.

Q2a) Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NFL (National Football League) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Favorable Column %	40%	44% CG	36%	43% G	38%	40%	31%	49% I	32%	29%	51% J	0%	39%	39%	48% MNP	33%	38%
Somewhat Favorable Column %	24%	20%	30% BF	23%	27% B	22%	26%	21%	26% H	26%	22%	46%	24%	23%	25%	28%	16%
Neither Favorable nor Unfavorable Column %	19%	18%	18%	21%	19%	19%	20%	17%	21% H	25% K	12%	31%	18%	21%	18%	24%	21%
Somewhat Unfavorable Column %	6%	6%	8%	6%	4%	5%	8%	6%	6%	7%	6%	0%	6%	9% MO	4%	8%	4%
Very Unfavorable Column %	11%	12% D	9%	7%	11%	14% CD	15% CD	7%	15% H	13% K	9%	23%	13% NO	8%	5%	7%	21% NOP

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDFGHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q2b) Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLB (Major League Baseball) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Favorable Column %	26%	28% F	25%	27%	28% F	21%	24%	29% I	23%	19%	33% J	0%	27% P	24%	23%	17%	23%
Somewhat Favorable Column %	30%	29%	36% BF	32%	31%	26%	27%	30%	30%	27%	34% J	46%	32% O	30%	25%	26%	23%
Neither Favorable nor Unfavorable Column %	27%	26%	23%	27%	23%	30% CE	34% CE	23%	30% H	33% K	20%	31%	26%	26%	27%	37% MN	31%
Somewhat Unfavorable Column %	7%	7%	6%	6%	7%	8%	6%	7%	7%	7%	6%	0%	5%	8%	10% M	12% M	9%
Very Unfavorable Column %	11%	10%	9%	9%	11%	14% CD	8%	11%	10%	14% K	7%	23%	10%	12%	15% M	8%	14%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q2c) Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NBA (National Basketball Association) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AAO	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Favorable Column %	27%	30% CG	22%	29% G	30% CG	28% G	17%	39% I	17%	21%	33% J	0%	21%	33% M	46% MNP	29% M	31%
Somewhat Favorable Column %	22%	20%	22%	25%	20%	24%	23%	24%	21%	22%	22%	0%	21%	26% Q	25% Q	24% Q	10%
Neither Favorable nor Unfavorable Column %	26%	26%	27%	24%	28%	24%	32%	22%	30% H	34% K	19%	31%	28% NO	21%	20%	31% NO	30%
Somewhat Unfavorable Column %	9%	11% F	14% DEF	9%	8%	6%	10%	6%	12% H	8%	10%	46% JK	11% O	9% O	3%	8% O	8%
Very Unfavorable Column %	15%	14%	14%	12%	14%	18%	18%	8%	21% H	15%	16%	23%	19% NOP	11% O	6%	7%	21% NOP

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDEFGHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q2d) Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NHL (National Hockey League) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Favorable Column %	19%	21%	22%	17%	20%	17%	17%	25% I	14%	14%	25% J	0%	21% OP	20% OP	13%	8%	16%
Somewhat Favorable Column %	24%	23%	23%	29%	22%	24%	24%	24%	25%	20%	29% J	0%	27% NO	18%	19%	23%	20%
Neither Favorable nor Unfavorable Column %	35%	36%	38%	33%	35%	32%	40%	29%	40% H	39% K	30%	31%	34%	35%	36%	44% M	30%
Somewhat Unfavorable Column %	9%	9%	7%	10%	7%	10%	8%	9%	8%	9%	8%	0%	7%	10% M	10%	17% M	11%
Very Unfavorable Column %	13%	11%	9%	12%	16% BC	18% BCDG	11%	13%	14%	18% K	8%	69% JK	11%	17% MP	23% MP	8%	23% MP

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDGHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q2e) Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. MLS (Major League Soccer) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Favorable Column %	18%	21% CG	12%	21% CG	20% CG	18% CG	9%	26% I	10%	12%	23% J	0%	18% P	22% P	16%	9%	21% P
Somewhat Favorable Column %	18%	15%	17%	20%	22% B	19%	18%	23% I	15%	17%	20% J	0%	17%	24% M	19%	20%	16%
Neither Favorable nor Unfavorable Column %	38%	41% D	42% D	33%	36%	36%	43% D	28%	47% H	43% K	33%	77% K	41% N	29%	34%	45% N	28%
Somewhat Unfavorable Column %	9%	8%	13% BF	9%	9%	7%	12% F	8%	10%	9%	9%	0%	9%	7%	9%	15% N	5%
Very Unfavorable Column %	17%	14%	16%	18%	14%	21% BE	17%	15%	19%	19% K	14%	23%	16%	18%	21% MP	13%	31% MP

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNP

*Percentages may not total 100%, due to rounding.

Q2f) Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NASCAR (National Association for Stock Car Auto Racing) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Favorable Column %	16%	17% G	13%	16%	21% CG	17% G	10%	23% I	11%	12%	21% J	0%	18% P	15% P	16% P	7%	19% P
Somewhat Favorable Column %	20%	18%	18%	23%	20%	20%	19%	24% I	17%	16%	24% J	0%	20%	21%	21%	18%	12%
Neither Favorable nor Unfavorable Column %	34%	33%	36%	37% F	31%	30%	43% BEF	28%	39% H	39% K	28%	31%	34%	35%	32%	42%	33%
Somewhat Unfavorable Column %	12%	14% D	15% D	8%	13% D	12%	12%	11%	13%	13%	12%	0%	13%	11%	11%	18%	8%
Very Unfavorable Column %	17%	18%	17%	17%	15%	20%	16%	14%	20% H	19% K	15%	69% JK	16%	18%	21%	15%	29% M

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMP

*Percentages may not total 100%, due to rounding.

Q2g) Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NCAA (National Collegiate Athletic Association) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Favorable Column %	22%	21%	23% G	22%	23% G	25% G	14%	25% I	20%	15%	30% J	0%	23%	18%	25%	18%	21%
Somewhat Favorable Column %	23%	22%	25%	21%	22%	22%	23%	22%	23%	19%	27% J	0%	23%	18%	27% N	21%	19%
Neither Favorable nor Unfavorable Column %	33%	36% F	32%	36% F	33%	29%	40% F	33%	34%	41% K	26%	31%	34% O	35% O	26%	43% O	29%
Somewhat Unfavorable Column %	9%	9%	11% E	7%	6%	8%	10%	8%	9%	8%	9%	0%	8%	11%	6%	9%	9%
Very Unfavorable Column %	13%	12%	10%	15%	15% C	16% C	12%	13%	14%	18% K	9%	69% JK	12%	18% MP	16%	9%	21%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: C E F G I J K M N O P

*Percentages may not total 100%, due to rounding.

Q2h) Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. PGA (Professional Golfer’s Association) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Favorable Column %	16%	16%	16%	19%	16%	16%	13%	18% I	15% I	10% J	23% J	0%	18%	13%	14%	15%	14%
Somewhat Favorable Column %	21%	22%	22%	23%	19%	20%	20%	23% I	19% I	14% J	28% J	0%	22% N	16% N	23% N	20%	13%
Neither Favorable nor Unfavorable Column %	34%	36%	33%	32%	35%	32%	41%	29%	39% H	40% K	27%	31%	35%	31%	29%	38%	35%
Somewhat Unfavorable Column %	11%	9%	14% D	8%	12%	12%	12%	11%	10%	12%	10%	0%	9%	14% M	12%	13%	8%
Very Unfavorable Column %	18%	18%	16%	18%	18%	20%	15%	19%	17%	24% K	12%	69% JK	15%	25% MP	22% MP	13%	30% MP

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: **DHIJKMNP**

*Percentages may not total 100%, due to rounding.

Q2i) Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. ATP (Association of Tennis Professionals) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Favorable Column %	14%	16% C	10% C	16% C	16% C	15% C	10%	21% I	9% I	9% J	20% J	0%	15%	12%	16%	11%	16%
Somewhat Favorable Column %	19%	20%	18%	19%	19%	19%	16%	20%	17%	16% J	21% J	0%	17%	22% Q	22% Q	21%	7%
Neither Favorable nor Unfavorable Column %	40%	39%	44%	38%	39%	37%	46% F	33%	46% H	44% K	36%	31%	42% NO	34%	31%	47% NO	44%
Somewhat Unfavorable Column %	10%	9%	12%	10%	10%	9%	13%	10%	10%	10%	11%	0%	10%	10%	10%	10%	7%
Very Unfavorable Column %	17%	17%	16%	17%	17%	20%	15%	17%	17%	22% K	12%	69% JK	15%	22% MP	21% MP	11%	26% P

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CFHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q2j) Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WNBA (Women’s National Basketball Association) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Favorable Column %	16%	18% C	11%	18% CG	17%	17% C	11%	23% I	10%	14%	18% J	0%	14%	18%	25% MNP	12%	21%
Somewhat Favorable Column %	19%	20%	21%	22%	19%	17%	15%	23% I	16%	16%	22% J	0%	18%	22%	23%	20%	12%
Neither Favorable nor Unfavorable Column %	38%	36%	38%	35%	39%	37%	43%	33%	41% H	44% K	31%	31%	40% NO	33%	29%	42% O	35%
Somewhat Unfavorable Column %	10%	10%	12%	9%	10%	9%	14%	8%	12% H	8%	12% J	0%	10%	11%	8%	12%	11%
Very Unfavorable Column %	17%	16%	18%	15%	15%	20%	17%	13%	21% H	18%	17%	69% JK	18%	17%	16%	15%	21%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CGHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q2k) Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. WTA (Women's Tennis Association) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Favorable Column %	15%	18% C	10% C	18% C	14%	16% C	11%	22% I	9% I	12% J	18% J	0%	15%	16%	17%	13%	19%
Somewhat Favorable Column %	17%	20% DG	16%	14% D	18%	17%	12% G	17%	16%	14% J	20% J	0%	15% M	17% N	25% MNQ	16%	9% Q
Neither Favorable nor Unfavorable Column %	41%	39% B	47% F	42%	41% E	37% F	51% BEF	37% H	46% H	46% K	37% K	31%	44% O	40% O	29% O	52% NOQ	34% Q
Somewhat Unfavorable Column %	10%	8%	11%	10%	9%	9%	13%	8% H	11% H	8% K	11% J	0%	10%	8%	10%	8%	13%
Very Unfavorable Column %	17%	14% B	16%	17%	19%	21% B	14%	16%	19%	20% K	14% K	69% JK	17%	20% P	19%	11% P	25% P

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q21) Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. NWSL (National Women's Soccer League) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Favorable Column %	15%	18% CG	9%	17% CG	13%	16% CG	9%	23% I	8%	11%	18% J	0%	14% P	20% MP	16% P	6%	15%
Somewhat Favorable Column %	15%	13%	14%	17%	20% BG	15%	13%	19% I	12%	13%	18% J	0%	15%	17%	15%	21%	9%
Neither Favorable nor Unfavorable Column %	39%	43% D	42%	34%	36%	37%	47% DEF	32%	45% H	44% K	34%	31%	42% NO	34%	33%	44% O	32%
Somewhat Unfavorable Column %	11%	9%	14%	9%	11%	11%	13%	9%	13% H	10%	12%	0%	11%	10%	12%	13%	14%
Very Unfavorable Column %	20%	17%	20%	21%	19%	21%	18%	17%	22% H	22% K	17%	69% JK	19%	19%	25% M	16%	30% P

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q2m) Please rate your personal opinion of the following sports leagues, regardless of whether you consider yourself a fan of the sport it represents. LPGA (Ladies Professional Golf Association) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Favorable Column %	15%	15%	14%	18% G	14%	16%	11%	22% I	10%	10%	21% J	0%	16%	15%	14%	12%	11%
Somewhat Favorable Column %	15%	17%	13%	16%	16%	15%	14%	16%	14%	12%	18% J	0%	15%	13%	19%	17%	10%
Neither Favorable nor Unfavorable Column %	41%	43%	44%	39%	40%	37%	49% DF	36%	46% H	45% K	37%	31%	43% O	42% O	30%	49% O	34%
Somewhat Unfavorable Column %	10%	8%	11%	8%	10%	10%	11%	8%	10%	9%	10%	0%	10%	9%	11%	8%	9%
Very Unfavorable Column %	19%	17%	19%	19%	20%	22%	16%	18%	20%	23% K	14%	69% JK	17%	22%	26% MP	15%	36% MNP

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DFGHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q3) Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Football *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 Column %	39%	42%	39%	40%	42%	37%	37%	43% I	37%	39%	40%	46%	38%	41%	44%	37%	38%
2 Column %	20%	19%	21%	18%	21%	23%	19%	20%	20%	21%	20%	0%	21%	19%	18%	23%	14%
3 Column %	10%	9%	15% BDEF	9%	7%	10%	13% E	9%	12%	9%	11%	0%	10%	10%	10%	11%	10%
4 Column %	7%	6%	6%	7%	9%	6%	5%	7%	6%	7%	7%	0%	6%	8%	7%	6%	3%
5 Column %	4%	4%	3%	6% C	4%	5%	3%	5%	4%	5%	4%	0%	4%	6%	4%	4%	4%
6 Column %	3%	3%	3%	3%	3%	3%	3%	4%	2%	3%	3%	0%	2%	3%	4%	6% M	3%
7 Column %	2%	3%	2%	4% F	2%	1%	2%	2%	3%	2%	3%	31%	3% N	1%	1%	3%	5%
8 Column %	2%	3%	3%	2%	2%	2%	2%	2%	2%	1%	3% J	23%	2%	2%	3%	2%	1%
9 Column %	3%	3%	3%	2%	2%	3%	2%	2%	3%	3%	2%	0%	2%	2%	3%	3%	3%
10 Column %	3%	3%	1%	3%	4%	3%	4%	2%	4%	3%	3%	0%	3%	4% P	2%	1%	8% P
11 Column %	6%	5%	5%	5%	4%	7%	10% BCDE	4%	7% H	7% K	4%	0%	7% O	4%	3%	3%	11%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEFHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q3) Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Football *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AAO	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 Column %	12%	8%	14% B	14% B	13% B	12% B	9%	12%	12%	9%	14% J	0%	13% N	8%	11%	15% N	13%
2 Column %	27%	24%	31%	25%	28%	28%	25%	27%	27%	25%	29%	46%	27%	25%	27%	29%	26%
3 Column %	17%	16%	13%	16%	20% C	21% C	16%	19%	16%	18%	16%	0%	17%	17%	19%	12%	17%
4 Column %	12%	11%	14%	11%	12%	13%	12%	11%	14%	12%	12%	31%	12%	11%	16%	13%	12%
5 Column %	9%	14% CDEF	7%	8%	7%	7%	9%	9%	9%	9%	8%	0%	7%	13% MQ	12% M	8%	4%
6 Column %	6%	7% E	6% E	11% CEF	3%	5%	7% E	5%	7%	7%	6%	0%	7% O	7% O	2%	5%	4%
7 Column %	5%	6%	3%	3%	3%	5%	5%	6% I	4%	4%	5%	0%	4%	6%	6%	5%	6%
8 Column %	3%	4% F	4% F	2%	4% F	1%	6% F	3%	4%	4% K	2%	0%	3%	2%	2%	4%	7%
9 Column %	3%	5% F	3%	3%	4% F	2%	3%	4%	3%	3%	3%	0%	3% O	5% MO	1%	3%	6%
10 Column %	4%	3%	2%	5%	3%	4%	6%	3%	4%	5% K	3%	23%	4%	3%	3%	3%	3%
11 Column %	2%	3% DF	3% F	1%	2% F	1%	2%	2%	2%	2%	1%	0%	2%	3%	1%	2%	2%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEFIJKMNOQ

*Percentages may not total 100%, due to rounding.

Q3) Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Baseball *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 Column %	12%	14%	11%	12%	11%	11%	14%	10%	14% H	13%	11%	23%	13%	11%	9%	9%	13%
2 Column %	14%	16% F	15%	14%	14%	10%	16%	14%	14%	13%	15%	0%	15%	14%	12%	8%	14%
3 Column %	22%	21%	25%	24%	21%	22%	20%	25% I	20%	23%	21%	46%	22%	24%	21%	27%	18%
4 Column %	15%	14%	15%	15%	18%	15%	16%	17%	14%	15%	16%	0%	15%	18%	14%	14%	18%
5 Column %	11%	11%	13%	11%	11%	11%	11%	10%	13%	10%	13%	0%	12% N	8%	14% N	10%	7%
6 Column %	8%	8%	6%	7%	8%	10%	6%	8%	8%	8%	8%	0%	7%	9%	11%	10%	5%
7 Column %	5%	4%	4%	4%	5%	6%	5%	5%	4%	5%	4%	0%	4%	2%	7% N	10% MN	7%
8 Column %	4%	4%	3%	4%	5%	5%	4%	5%	4%	4%	5%	0%	4%	5%	4%	3%	7%
9 Column %	3%	4% C	1%	4%	3%	3%	3%	3%	3%	3%	3%	0%	3%	4%	4%	4%	2%
10 Column %	2%	1%	4% B	2%	2% B	3% B	3% B	2%	3%	2%	2%	31%	2%	3%	1%	2%	5%
11 Column %	2%	2%	1%	2%	2%	3%	2%	2%	2%	3%	2%	0%	1%	3%	4% M	2%	5%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCFHIMN

*Percentages may not total 100%, due to rounding.

Q3) Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Baseball *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 Column %	3%	4%	3%	2%	3%	2%	3%	4% I	2%	2%	4% J	0%	3%	3%	2%	2%	2%
2 Column %	5%	5%	5%	6%	4%	5%	4%	5%	4%	4%	6% J	0%	5%	5%	5%	5%	2%
3 Column %	9%	9%	8%	8%	13% CDG	9%	7%	11%	8%	9%	9%	0%	8%	12% M	10%	10%	14%
4 Column %	21%	18%	20%	19%	20%	25% B	17%	26% I	16%	23% K	18%	69% JK	21%	21%	19%	18%	28%
5 Column %	15%	18%	13%	13%	16%	15%	19%	16%	14%	16%	15%	31%	15%	15%	18%	15%	14%
6 Column %	13%	12%	12%	14%	15%	14%	13%	11%	15% H	14%	13%	0%	12%	13%	19% M	12%	11%
7 Column %	10%	7%	13% B	15% BEF	9%	9%	11%	9%	11%	11%	9%	0%	11%	12% O	7%	10%	12%
8 Column %	9%	9%	8%	10%	8%	7%	9%	6%	10% H	9%	9%	0%	9%	9%	9%	8%	5%
9 Column %	8%	9% E	9%	7%	5%	6%	11% E	5%	10% H	7%	8%	0%	9% NO	4%	5%	7%	9%
10 Column %	5%	5%	7% D	3%	4%	4%	4%	4%	5%	3%	6% J	0%	5%	4%	5%	7%	2%
11 Column %	3%	3%	3%	3%	3%	4%	1%	2%	4% H	4%	3%	0%	4% N	1%	2%	6% N	1%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEFGHIJKMNO

*Percentages may not total 100%, due to rounding.

Q3) Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Professional Basketball *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 Column %	8%	6%	9%	8%	10%	9%	7%	11% I	6%	9%	7%	0%	6%	11% M	15% M	13% M	9%
2 Column %	9%	9% C	4%	14% BCEFG	8%	8% C	7%	9%	8%	10%	7%	0%	5%	14% M	19% M	11% M	11% M
3 Column %	11%	10%	13%	11%	11%	11%	13%	13%	10%	11%	11%	0%	9%	11%	20% MN	13%	10%
4 Column %	10%	11%	10%	11%	8%	10%	11%	10%	9%	11%	9%	0%	10%	11%	9%	13%	5%
5 Column %	23%	20%	23%	21%	25%	26% BG	17%	27% I	19%	23%	22%	46%	23%	25%	18%	21%	26%
6 Column %	11%	14% F	10%	12%	12%	9%	12%	11%	12%	11%	11%	54% JK	13% O	9%	7%	11%	11%
7 Column %	8%	8%	9%	5%	11% D	8%	8%	8%	8%	8%	8%	0%	9% O	7%	4%	5%	5%
8 Column %	5%	6% E	5%	4%	3%	7% E	7%	5%	6%	5%	6%	0%	6%	4%	4%	9% N	6%
9 Column %	5%	5%	5%	4%	5%	6%	6%	3%	7% H	4%	6%	0%	6% OP	4% O	0%	2%	5% O
10 Column %	4%	4%	5%	4%	4%	4%	4%	1%	7% H	4%	4%	0%	6% NOP	1%	1%	0%	3%
11 Column %	5%	5%	6% F	7% F	4%	3%	8% F	2%	8% H	3%	8% J	0%	7% NO	2%	3%	3%	8%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEFGHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q3) Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." College Basketball *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 Column %	4%	3%	6%	3%	2%	6% E	5%	4%	5%	4%	4%	0%	4%	3%	6%	4%	7%
2 Column %	6%	7%	6%	6%	5%	8%	7%	6%	7%	7%	6%	23%	6%	5%	8%	7%	6%
3 Column %	8%	6%	9%	7%	9%	8%	7%	6%	9% H	7%	8%	31%	8%	8%	6%	7%	6%
4 Column %	11%	10%	12%	9%	11%	10%	15%	9%	13% H	10%	11%	0%	11%	9%	15%	11%	8%
5 Column %	11%	11%	12%	13% E	8%	12%	11%	12%	11%	11%	12%	0%	11%	10%	12%	15%	13%
6 Column %	27%	24%	23%	23%	34% BCD	31% BCD	25%	33% I	22%	28%	26%	46%	25%	32% M	30%	29%	31%
7 Column %	14%	20% CEFG	12%	15%	13%	12%	12%	13%	15%	15%	13%	0%	14%	17% Q	11%	14%	6%
8 Column %	7%	7%	9%	8%	10% F	5%	8%	7%	8%	8%	7%	0%	8%	8%	5%	7%	7%
9 Column %	5%	6% E	7% EF	8% EF	2%	3%	5%	4%	5%	5%	5%	0%	6%	3%	3%	3%	10%
10 Column %	4%	6% F	4%	6% F	5%	2%	5%	3%	5%	3%	5% J	0%	5% O	4%	2%	2%	4%
11 Column %	2%	1%	1%	2%	2%	3% BC	2%	2%	1%	1%	2%	0%	2%	1%	1%	2%	2%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEFGHIJMOQ

*Percentages may not total 100%, due to rounding.

Q3) Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Hockey (both professional and college) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 Column %	5%	6%	6%	3%	4%	3%	8% DF	4%	5%	5%	4%	0%	6% O	4% O	1%	3%	2%
2 Column %	5%	8% F	5%	6% F	6%	3%	7% F	6%	5%	6%	5%	0%	7% O	4%	3%	3%	5%
3 Column %	7%	12% DEF	10% DEF	5%	4%	4%	6%	5%	8% H	6%	8%	23%	9% OP	6% O	2%	3%	8%
4 Column %	7%	6%	10%	7%	6%	7%	6%	7%	7%	6%	8%	0%	7%	7%	5%	6%	6%
5 Column %	7%	4%	10% BF	8%	8%	5%	7%	7%	7%	7%	7%	0%	7%	10% O	4%	6%	7%
6 Column %	9%	10%	8%	9%	7%	10%	12%	9%	10%	9%	9%	0%	9%	9%	10%	6%	15%
7 Column %	27%	24%	26%	26%	31% B	31% B	23%	32% I	23%	28%	27%	0%	25%	29%	34% M	29%	28%
8 Column %	13%	13%	13%	13%	13%	13%	12%	13%	13%	14%	12%	77% JK	13%	15%	12%	16%	10%
9 Column %	8%	8%	5%	7%	10% C	10% C	7%	7%	8%	8%	8%	0%	8%	6%	8%	13% N	6%
10 Column %	6%	5%	5%	8%	5%	7%	9%	6%	7%	6%	6%	0%	6%	7%	7%	10%	3%
11 Column %	5%	4%	2%	8% BCG	7% CG	6% C	2%	4%	7% H	5%	6%	0%	4%	4%	14% MNP	4%	9% M

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEFGHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q3) Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Soccer (both professional and college) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 Column %	5%	5%	3%	6% C	4%	8% CEG	3%	7% I	4%	5%	5%	0%	4%	10% MOP	3%	3%	9%
2 Column %	4%	5%	3%	3%	4%	3%	3%	5%	3%	5% K	3%	0%	3%	5%	2%	6%	6%
3 Column %	5%	6% C	1%	7% C	5% C	4% C	4%	5%	4%	5%	4%	0%	4%	6%	4%	4%	4%
4 Column %	5%	6%	4%	6%	4%	4%	5%	4%	6%	5%	5%	0%	5%	6%	3%	6%	1%
5 Column %	5%	5%	5%	5%	6%	6%	5%	5%	6%	6%	5%	23%	5%	6%	5%	7%	11%
6 Column %	7%	8%	8%	6%	6%	5%	10% F	6%	7%	6%	8%	0%	8%	6%	4%	7%	4%
7 Column %	11%	10%	11%	12%	12%	11%	10%	12%	11%	10%	12%	46% JK	10%	13%	13%	8%	16%
8 Column %	30%	27%	33%	31%	30%	33%	26%	35% I	26%	31%	30%	0%	30%	30%	34%	31%	31%
9 Column %	13%	11%	12%	14%	16%	13%	16%	11%	15% H	15%	12%	31%	14% N	7%	19% MN	16% N	11%
10 Column %	9%	10% D	10%	6%	7%	8%	11% D	6%	11% H	8%	9%	0%	9% N	5%	9%	9%	4%
11 Column %	6%	6%	10% DEF	5%	4%	5%	7%	4%	8% H	4%	8% J	0%	7% OP	5%	3%	2%	4%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: CDEFGHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q3) Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 Column %	5%	3%	5%	4%	5%	5%	8% B	2%	7% H	5%	4%	31%	6% NP	3%	4%	1%	0%
2 Column %	4%	2%	4%	3%	6% B	4%	4%	3%	4% H	4%	3%	0%	4%	4%	2%	2%	3%
3 Column %	4%	3%	3%	5%	3%	5%	6%	3%	6% H	5%	3%	0%	5%	4%	3%	2%	4%
4 Column %	4%	6% F	3%	5% F	6% F	2%	3%	3%	5%	5%	4%	0%	5%	4%	4%	3%	6%
5 Column %	5%	5%	3%	5%	4%	5%	6%	4%	5%	5%	4%	0%	5%	3%	5%	3%	9% N
6 Column %	5%	5%	7%	6%	4%	5%	3%	6%	5%	4%	6%	0%	5%	5%	7%	5%	5%
7 Column %	6%	8%	7%	4%	5%	5%	8%	5%	7% H	6%	6%	0%	6%	8%	6%	6%	3%
8 Column %	10%	12%	9%	13%	11%	9%	10%	13% I	9%	10%	11%	0%	10%	14% M	9%	8%	15%
9 Column %	32%	29%	31%	35% G	33%	34% G	24%	42% I	23%	33%	31%	23%	29%	39% M	37% M	33%	34%
10 Column %	12%	9%	9%	11%	13%	14% BC	12%	11%	12%	11%	12%	46% JK	10%	10%	16% M	17% M	14%
11 Column %	14%	17% DEF	19% DEF	10%	10%	11%	16% D	9%	18% H	12%	16% J	0%	16% NO	7%	8%	20% NO	7%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEFGHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q3) Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Golf (both professional and college) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 Column %	3%	3%	4%	4%	2%	3%	4%	2%	5% H	3%	4%	0%	4%	2%	1%	3%	1%
2 Column %	3%	2%	5% B	4%	3%	4%	6% B	2%	5% H	3%	4%	0%	4% O	2% O	0%	3% O	4%
3 Column %	3%	2%	1%	5% C	3%	4% C	5% C	2%	4% H	2%	5% J	0%	4% N	0%	3% N	5% N	6% N
4 Column %	4%	5%	4%	4%	3%	5%	5%	3%	6% H	4%	5%	0%	5%	3%	3%	5%	6%
5 Column %	5%	6%	4%	6% F	6% F	3%	5%	3%	6% H	5%	5%	0%	5%	5%	6%	5%	3%
6 Column %	4%	4%	8% BDEF	3%	2%	3%	4%	2%	6% H	3%	5%	0%	5% O	2%	1%	4%	8% O
7 Column %	6%	5%	5%	7%	4%	5%	10% BCE	4%	7% H	4%	7% J	0%	7% N	2%	4%	5%	4%
8 Column %	7%	6%	7%	5%	6%	8%	6%	5%	8% H	6%	7%	0%	7%	5%	6%	7%	5%
9 Column %	11%	10%	12%	9%	13%	10%	13%	12%	10%	11%	11%	0%	10%	14%	10%	9%	10%
10 Column %	37%	40% G	37%	38%	39% G	35%	30%	46% I	29%	39%	35%	0%	34%	39%	48% MNP	36%	45%
11 Column %	17%	17%	14%	17%	16%	20%	13%	19% I	15%	20% K	13%	100% JK	14%	26% MOQ	17%	18%	8%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEFGHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q3) Please Rank the following sports in order with 1 being your "most favorite" and 11 being your "least favorite." Tennis (both professional and college) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 Column %	4%	5%	2%	3%	4%	4%	3%	2%	5% H	5% K	2%	0%	3%	4%	3%	9% MO	5%
2 Column %	3%	3%	2%	1%	2%	4% D	3%	3%	3%	3%	2%	31%	2%	2%	4%	3%	8%
3 Column %	3%	5% CF	1%	4% C	3%	2%	4% C	3%	3%	3%	3%	0%	3%	2%	2%	5%	4%
4 Column %	4%	5% C	2%	6% CF	3%	3%	4%	3%	5%	4%	4%	0%	4%	3%	5%	6%	7%
5 Column %	5%	3%	6%	4%	5%	5%	5%	3%	7% H	4%	5%	0%	6% N	1%	4%	5%	0%
6 Column %	6%	5%	8%	7%	6%	5%	5%	5%	7% H	5%	6%	0%	6%	5%	5%	4%	3%
7 Column %	6%	6%	7% D	4%	5%	7%	6%	3%	8% H	6%	6%	23%	6% N	3%	7%	6%	7%
8 Column %	8%	8%	7%	9%	8%	8%	10%	7%	9%	8%	9%	0%	8%	7%	11%	5%	7%
9 Column %	10%	11%	13% DE	8%	6%	11%	10%	7%	12% H	9%	10%	46% JK	10%	11%	9%	8%	6%
10 Column %	14%	14%	15%	14%	14%	14%	12%	15%	13%	14%	14%	0%	15% O	18% O	7%	13%	9%
11 Column %	38%	35%	36%	41%	43% B	38%	37%	50% I	28%	38%	38%	0%	36%	43% M	43% M	37%	43%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEFHIJKMNO

*Percentages may not total 100%, due to rounding.

Q4a) For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Football

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	24%	24% G	18%	28% CG	25% G	25% CG	15%	38% I	12%	16%	32% J	0%	23%	24%	31% MP	17%	31%
Somewhat Likely Column %	15%	15%	15%	14%	17%	15%	10%	19% I	11%	15%	15%	0%	12%	22% M	18% M	22% M	11%
Neither Likely nor Unlikely Column %	14%	12%	16%	17%	15%	12%	11%	17% I	11%	15%	13%	0%	12%	17% M	15%	16%	15%
Somewhat Unlikely Column %	8%	9%	9%	6%	9%	6%	12% DF	6%	10% H	8%	8%	46% JK	8%	8%	7%	5%	7%
Very Unlikely Column %	40%	40%	41%	36%	34%	41%	52% BCDEF	21%	56% H	46% K	33%	54%	45% NO	29%	29%	40% NO	36%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q4b) For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Football *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	17%	17%	13%	15%	18%	21% CG	12%	24% I	10%	11%	22% J	0%	16%	15%	23% MN	14%	16%
Somewhat Likely Column %	17%	13%	19% BG	21% BG	19%	17%	11%	23% I	12%	15%	20% J	0%	16%	20% Q	19%	19%	7%
Neither Likely nor Unlikely Column %	16%	17%	14%	16%	18%	16%	13%	20% I	12%	15%	17%	0%	13%	23% M	21% M	19%	25% M
Somewhat Unlikely Column %	10%	9%	10%	8%	10%	9%	14%	9%	10%	11%	8%	46% JK	10%	11%	6%	9%	19% O
Very Unlikely Column %	41%	44% EF	44% E	39%	35%	37%	50% DEF	24%	55% H	49% K	32%	54%	45% NO	31%	32%	38%	33%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNOQ

*Percentages may not total 100%, due to rounding.

Q4c) For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Baseball

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	19%	23% CFG	16%	26% CFG	21%	16%	13%	28% I	12%	13%	26% J	0%	20%	21%	18%	14%	20%
Somewhat Likely Column %	17%	17%	19%	16%	18%	16%	13%	20% I	14%	14%	19% J	46%	16%	20%	17%	17%	15%
Neither Likely nor Unlikely Column %	16%	14%	18%	18%	15%	17%	16%	20% I	13%	15%	17%	0%	14%	22% M	20% M	22% M	17%
Somewhat Unlikely Column %	9%	8%	7%	8%	10%	10%	11%	8%	10%	10%	8%	0%	9%	10%	9%	8%	10%
Very Unlikely Column %	39%	38%	40%	32%	37%	42% D	47% D	24%	51% H	48% K	29%	54%	42% N	27%	37% N	39% N	38%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDFGHIJKMN

*Percentages may not total 100%, due to rounding.

Q4d) For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Baseball *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	13%	16% CG	8%	14% CG	15% CG	13%	7%	20% I	6%	8%	18% J	0%	12%	13%	16%	8%	15%
Somewhat Likely Column %	13%	12%	8%	15% CG	17% CG	14% CG	7%	20% I	6%	10%	16% J	0%	12%	16%	12%	13%	10%
Neither Likely nor Unlikely Column %	17%	14%	20% B	17%	17%	18%	15%	20% I	14%	16%	18%	0%	15%	20% M	21% M	19%	23%
Somewhat Unlikely Column %	11%	9%	13%	12%	12%	10%	16% B	12%	11%	12%	10%	0%	10%	15% M	11%	13%	15%
Very Unlikely Column %	46%	49% E	51% DE	42%	39%	45%	56% DEF	27%	62% H	54% K	38%	100%	51% NO	35%	40%	47% N	38%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNO

*Percentages may not total 100%, due to rounding.

Q4e) For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Professional Basketball *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	18%	22% CG	13%	21% CG	20% CG	20% CG	10%	32% I	6%	13%	24% J	0%	15%	23% M	29% MP	19%	27% M
Somewhat Likely Column %	14%	13%	12%	16%	15%	17%	10%	20% I	9%	13%	15%	0%	12%	22% MPQ	17%	13%	8%
Neither Likely nor Unlikely Column %	13%	11%	14%	14%	16% B	13%	11%	17% I	10%	15%	12%	0%	11%	18% M	17% M	18% M	18%
Somewhat Unlikely Column %	10%	11%	10%	9%	9%	9%	12%	8%	11% H	10%	9%	0%	10%	7%	11%	11%	6%
Very Unlikely Column %	44%	44%	52% BDEF	40%	39%	41%	57% BDEF	22%	63% H	48% K	40%	100%	52% NOP	29%	26%	40% O	41% O

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q4f) For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? College Basketball *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	14%	16% G	12%	14% G	14% G	16% G	7%	23% I	7%	10%	19% J	0%	13%	14%	21% MN	13%	16%
Somewhat Likely Column %	17%	15%	15%	18%	18%	19% G	12%	25% I	10%	13%	21% J	0%	15%	21% M	21% M	17%	16%
Neither Likely nor Unlikely Column %	17%	13%	15%	20% B	18%	18%	15%	21% I	13%	17%	16%	0%	14%	24% M	19%	20%	18%
Somewhat Unlikely Column %	10%	10%	12% F	10%	11%	7%	14% F	9%	11%	11%	9%	46% JK	10%	12%	7%	9%	17% O
Very Unlikely Column %	42%	45%	46%	38%	39%	40%	52% DEF	23%	60% H	49% K	35%	54%	48% NOQ	29%	32%	41% N	33%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BDEFGHIJKMNOQ

*Percentages may not total 100%, due to rounding.

Q4g) For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Hockey (either professional or college) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AAO	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	13%	15% F	13%	15%	15%	11%	10%	22% I	6%	8%	19% J	0%	14% P	14% P	13% P	6%	16% P
Somewhat Likely Column %	13%	16% G	11%	12%	13%	14%	8%	19% I	9%	10%	17% J	0%	15% O	12%	9%	14%	9%
Neither Likely nor Unlikely Column %	17%	16%	18%	20%	15%	17%	16%	22% I	13%	16%	18%	0%	14%	26% MO	18%	21%	26% M
Somewhat Unlikely Column %	11%	11%	11%	11%	10%	10%	14%	10%	11%	12%	10%	0%	11%	10%	11%	11%	12%
Very Unlikely Column %	46%	41%	47%	41%	47%	48% B	52% BD	27%	61% H	54% K	37%	100% K	47% N	39%	49% N	49%	37%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BDFGHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q4h) For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Soccer (either professional or college) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AAO	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	14%	14%	10%	19% CG	15% G	16% CG	8%	26% I	4%	9%	19% J	0%	13%	23% MOP	14%	7%	13%
Somewhat Likely Column %	12%	13%	10%	15% G	13%	13%	7%	20% I	6%	11%	14%	0%	11%	18% MO	10%	18% MO	11%
Neither Likely nor Unlikely Column %	15%	16%	14%	17%	18% F	12%	12%	19% I	11%	15%	15%	0%	13%	17%	20% M	17%	23%
Somewhat Unlikely Column %	11%	10%	12%	9%	10%	10%	14%	10%	11%	11%	10%	46% JK	10%	8%	12%	13%	16%
Very Unlikely Column %	48%	46%	54% DE	41%	44%	50% D	59% BDE	26%	67% H	54% K	42%	54%	53% NOQ	33%	45% N	44% N	38%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q4i) For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	14%	17% CG	10%	17% CG	15% G	13% G	7%	23% I	6%	9%	19% J	0%	14%	14%	13%	8%	17%
Somewhat Likely Column %	12%	10%	10%	14%	13%	13%	9%	18% I	6%	10%	14% J	0%	10%	17% M	13%	13%	10%
Neither Likely nor Unlikely Column %	15%	12%	13%	17%	18%	17%	12%	21% I	10%	16%	15%	0%	13%	19% M	21% M	18%	17%
Somewhat Unlikely Column %	10%	10%	9%	11%	9%	9%	14%	10%	10%	10%	10%	0%	9%	13% M	11%	11%	16%
Very Unlikely Column %	50%	51% D	59% BDEF	41%	46%	48%	57% DE	29%	68% H	56% K	43%	100%	55% NO	37%	43%	50% N	40%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNO

*Percentages may not total 100%, due to rounding.

Q4j) For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Golf (either professional or college) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	10%	13% CG	7%	11% G	9%	10%	5%	16% I	4%	5%	15% J	0%	10%	9%	9%	8%	11%
Somewhat Likely Column %	11%	11%	10%	14%	13%	11%	7%	18% I	6%	8%	15% J	0%	11%	11%	15%	10%	6%
Neither Likely nor Unlikely Column %	16%	12%	16%	19% B	16%	15%	15%	19% I	12%	15%	17%	0%	13%	20% M	16%	25% M	23% M
Somewhat Unlikely Column %	9%	10%	9%	8%	9%	8%	17% BCDEF	9%	10%	10%	9%	0%	9%	10%	9%	10%	12%
Very Unlikely Column %	54%	53%	58% D	48%	52%	56% D	56%	38%	68% H	63% K	45%	100%	57%	50%	51%	47%	48%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKM

*Percentages may not total 100%, due to rounding.

Q4k) For each of the following sports, how likely are you to attend a sporting event for the sport in person, in the next twelve months? Tennis (both professional and college) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	11%	12%	8%	13%	13%	10%	7%	19%	4%	7%	15%	0%	10%	11%	14%	10%	12%
Somewhat Likely Column %	11%	14%	6%	13%	10%	13%	6%	17%	6%	9%	14%	0%	9%	13%	15%	17%	12%
Neither Likely nor Unlikely Column %	16%	14%	14%	19%	18%	16%	12%	21%	11%	15%	16%	0%	13%	22%	19%	20%	24%
Somewhat Unlikely Column %	10%	9%	12%	9%	10%	9%	16%	10%	11%	11%	10%	0%	10%	13%	9%	11%	7%
Very Unlikely Column %	52%	50%	60%	46%	49%	52%	59%	33%	68%	58%	45%	100%	58%	41%	43%	42%	45%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q5a) For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Football *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	47%	47%	53% EF	49%	43%	46%	44%	48%	46%	36%	59% J	0%	49% NP	41%	49% N	39%	44%
Somewhat Likely Column %	18%	19%	17%	17%	19%	20%	18%	22% I	15%	20%	17%	46%	18%	18%	19%	22%	17%
Neither Likely nor Unlikely Column %	11%	11%	7%	13% C	13% C	10%	10%	14% I	8%	13% K	8%	0%	9%	15% M	13% M	16% M	10%
Somewhat Unlikely Column %	3%	3%	3%	4%	5%	3%	4%	4%	3%	4%	3%	23%	3%	6% M	4%	3%	2%
Very Unlikely Column %	20%	20%	19%	18%	20%	22%	24%	13%	27% H	27% K	13%	31%	21% O	20%	14%	20%	27% O

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CEFHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q5b) For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Football *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	32%	27%	38% BDEG	29%	30%	39% BDEG	27%	32%	33%	21%	45% J	0%	35% N	25%	33% N	28%	27%
Somewhat Likely Column %	21%	22%	19%	23% F	23%	17%	24%	25% I	18%	20%	22%	0%	20%	21%	23%	25%	17%
Neither Likely nor Unlikely Column %	15%	16%	14%	18%	14%	16%	13%	19% I	12%	18% K	13%	0%	14%	19% M	16%	20%	18%
Somewhat Unlikely Column %	7%	8% C	4%	7%	6%	6%	9% C	7%	6%	8% K	5%	0%	6%	8%	6%	4%	12%
Very Unlikely Column %	25%	27%	24%	24%	26%	22%	27%	17%	31% H	33% K	15%	100% JK	25%	26%	21%	24%	26%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMN

*Percentages may not total 100%, due to rounding.

Q5c) For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Baseball *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	29%	30% F	31% F	31% F	29%	24%	29%	32% I	26%	20%	38% J	0%	30% P	26%	28%	20%	26%
Somewhat Likely Column %	22%	26% EG	22%	24%	19%	20%	16%	23%	20%	19%	25% J	69% JK	21%	24%	23%	24%	12%
Neither Likely nor Unlikely Column %	17%	17%	16%	17%	16%	19%	19%	20% I	15%	19%	16%	0%	16%	20%	16%	21%	25%
Somewhat Unlikely Column %	7%	5%	7%	6%	8%	8%	9%	6%	7%	7%	7%	0%	6%	8%	8%	10%	10%
Very Unlikely Column %	26%	22%	25%	22%	28%	29% BD	28%	19%	32% H	36% K	15%	31%	27%	22%	26%	25%	28%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BDEFGHIJKP

*Percentages may not total 100%, due to rounding.

Q5d) For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Baseball *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	16%	19% C	10%	14%	19% C	17% C	14%	23% I	10%	10%	22% J	0%	15%	17%	19%	12%	20%
Somewhat Likely Column %	17%	16%	15%	21% G	19%	19%	12%	23% I	13%	14%	21% J	0%	18%	17%	18%	16%	10%
Neither Likely nor Unlikely Column %	20%	19%	23%	22%	18%	19%	19%	21%	20%	20%	21%	0%	18%	26% M	20%	22%	26%
Somewhat Unlikely Column %	12%	12%	15%	10%	10%	12%	16% D	11%	13%	13%	12%	23%	12%	12%	12%	14%	9%
Very Unlikely Column %	35%	34%	38%	33%	34%	33%	38%	22%	45% H	44% K	25%	77% K	37% N	28%	31%	36%	35%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDGHIJKMN

*Percentages may not total 100%, due to rounding.

Q5e) For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Professional Basketball *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	28%	30%	26%	28%	28%	28%	24%	37% I	20%	21%	35% J	0%	24%	31% M	46% MNPQ	25%	29%
Somewhat Likely Column %	18%	14%	15%	20% B	21% BG	22% BCG	13%	22% I	15%	16%	20%	0%	16%	25% MO	16%	24% M	15%
Neither Likely nor Unlikely Column %	16%	16%	16%	16%	16%	15%	15%	18% I	13%	18% K	13%	0%	15%	15%	18%	20%	16%
Somewhat Unlikely Column %	8%	9% F	9%	8%	7%	5%	10% F	7%	8%	8%	7%	0%	8%	8%	6%	7%	7%
Very Unlikely Column %	31%	31%	35%	28%	29%	30%	38% D	16%	44% H	37% K	25%	100% K	38% NOP	21% O	14%	24% O	33% O

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDFGHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q5f) For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? College Basketball *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	24%	21%	27%	21%	23%	28% BD	22%	28% I	21%	15%	34% J	0%	24%	21%	33% MNP	19%	25%
Somewhat Likely Column %	21%	23%	20%	25%	20%	20%	19%	26% I	18%	18%	25% J	0%	20%	25% M	24%	25%	13%
Neither Likely nor Unlikely Column %	18%	17%	15%	18%	18%	20%	17%	20% I	16%	19%	16%	0%	16%	21%	17%	22%	25%
Somewhat Unlikely Column %	8%	11% F	8%	7%	11% F	5%	10%	8%	9%	10% K	7%	46% JK	9%	10%	6%	9%	8%
Very Unlikely Column %	28%	28%	29%	28%	28%	27%	32%	18%	37% H	37% K	18%	54%	31% NO	23%	20%	25%	30%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BDFHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q5g) For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Hockey (both professional and college) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AAO O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	19%	24% DF	22% D	15%	18%	17%	19%	25% I	14%	12%	27% J	0%	22% NOP	16%	15%	9%	19%
Somewhat Likely Column %	18%	20%	17%	26% CEFG	16%	15%	14%	21% I	15%	13%	23% J	0%	18%	18%	16%	19%	15%
Neither Likely nor Unlikely Column %	18%	20%	18%	18%	17%	19%	16%	22% I	15%	19%	17%	0%	17%	24% MO	15%	28% MO	15%
Somewhat Unlikely Column %	9%	7%	11%	7%	11%	11% BD	11%	8%	10%	10%	9%	0%	9%	9%	15% M	7%	7%
Very Unlikely Column %	35%	29%	32%	34%	39% B	38% B	40% B	24%	45% H	45% K	24%	100% K	34%	33%	39%	36%	44%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q5h) For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Soccer (both professional and college) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	17%	20% CG	11%	21% CG	21% CG	17% C	12%	28% I	8%	11%	24% J	0%	16%	25% MP	19%	13%	19%
Somewhat Likely Column %	16%	18% C	12%	19% C	15%	17%	12%	21% I	11%	14%	18% J	0%	14%	21% M	16%	17%	17%
Neither Likely nor Unlikely Column %	17%	19%	19%	16%	15%	15%	16%	20% I	14%	17%	16%	0%	16%	18%	13%	25% MO	18%
Somewhat Unlikely Column %	10%	8%	12%	10%	9%	11%	14%	8%	12% H	11%	9%	46% JK	10%	9%	15% MN	9%	14%
Very Unlikely Column %	40%	35%	46% BD	35%	39%	40%	47% BD	22%	55% H	46% K	33%	54%	44% N	28%	38% N	36%	32%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDGHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q5i) For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Automobile Racing (NASCAR, Formula 1, etc.) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	17%	21% CG	12%	21% CG	17%	17%	13%	23% I	12%	13%	22% J	0%	18%	18%	17%	12%	19%
Somewhat Likely Column %	17%	15%	16%	18%	18%	19%	13%	22% I	13%	13%	21% J	0%	17%	17%	17%	16%	10%
Neither Likely nor Unlikely Column %	16%	14%	17%	20% BF	15%	14%	16%	20% I	12%	17%	14%	0%	15%	18%	15%	20%	23%
Somewhat Unlikely Column %	10%	11%	9%	8%	11%	10%	11%	9%	11%	10%	11%	0%	9%	11%	12%	11%	10%
Very Unlikely Column %	40%	40%	45% D	34%	39%	40%	47% D	26%	52% H	48% K	32%	100% K	41%	37%	38%	41%	39%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDGHIJK

*Percentages may not total 100%, due to rounding.

Q5j) For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Golf (either professional or college) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	17%	17%	16%	20% E	14%	18%	15%	20% I	14%	8%	26% J	0%	19% N	12%	15%	14%	18%
Somewhat Likely Column %	16%	17%	18%	14%	15%	15%	14%	19% I	13%	11%	21% J	0%	17%	13%	14%	17%	11%
Neither Likely nor Unlikely Column %	16%	16%	14%	21% CF	19% F	13%	13%	19% I	14%	17%	16%	0%	15%	17%	20%	20%	20%
Somewhat Unlikely Column %	10%	10%	9%	7%	9%	11%	12%	10%	10%	10%	9%	0%	8%	12%	12%	13%	9%
Very Unlikely Column %	42%	39%	43%	37%	44%	44%	45%	33%	50% H	54% K	29%	100% K	41%	47%	39%	36%	42%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CEFHIJKN

*Percentages may not total 100%, due to rounding.

Q5k) For the following sports, how likely are you to watch via any method (live on Television, record and watch later, or stream) a sporting event for the sport, in the next twelve months? Tennis (both professional and college) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AAO O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Very Likely Column %	15%	16% C	10% C	16% C	15%	15%	11%	21% I	9% I	9% J	20% J	0%	14% M	13% N	20% MN	14%	18%
Somewhat Likely Column %	17%	21% G	16%	18%	16%	18%	12%	22% I	14%	14%	21% J	0%	16%	19%	19%	25% M	12%
Neither Likely nor Unlikely Column %	19%	19%	17%	21%	19%	18%	16%	21% I	17%	19%	18%	0%	18%	17%	20%	26%	16%
Somewhat Unlikely Column %	10%	10%	13% D	6% D	11% D	9%	15% DF	8%	12% H	10%	10%	0%	10%	10%	11%	7%	14%
Very Unlikely Column %	39%	34%	44% B	39%	40%	39%	45% B	29%	49% H	48% K	30%	100% K	42% OP	41% OP	30%	28%	40%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDGHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q6) Outside of your daily activities, do you exercise on a regular basis? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Yes Column %	67%	71% EG	69% E	72% EG	61%	67%	62%	75% I	61%	61%	74% JL	31%	66%	72%	67%	69%	59%
No Column %	33%	29%	31%	28%	39% BCD	33%	38% BD	25%	39% H	39% K	26%	69% K	34%	28%	33%	31%	41%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEGHIJKL

*Percentages may not total 100%, due to rounding.

Q6a) Before the pandemic started, at which of the following locations have you exercised? Select all that apply. *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,212	252	199	210	177	285	89	622	591	561	650	1	751	213	147	75	27
Valid Cases	1,212	252	199	210	177	285	89	622	591	561	650	1	751	213	147	75	27
Total Mentions	1,910	416	302	335	285	431	141	1,040	869	878	1,031	1	1,180	347	237	104	43
At home																	
Mentions	957	192	161	153	157	222	71	489	468	449	508	0	607	161	118	51	20
% Valid Cases	79%	76%	81%	73%	88%	78%	80%	79%	79%	80%	78%	0%	81%	76%	80%	69%	74%
% Total Mentions	50%	46%	53%	46%	55%	52%	50%	47%	54%	51%	49%	0%	51% P	46%	50%	50%	46%
At a micro gym																	
Mentions	165	46	15	36	19	38	11	139	26	58	108	0	85	36	30	10	4
% Valid Cases	14%	18%	8%	17%	11%	14%	13%	22%	4%	10%	17%	0%	11%	17%	20%	14%	15%
% Total Mentions	9%	11% CE	5%	11% C	7%	9% C	8%	13% I	3%	7%	10% J	0%	7%	10% M	13% M	10%	9%
At a boutique fitness gym																	
Mentions	134	33	24	23	18	29	7	103	30	56	78	0	77	20	24	8	5
% Valid Cases	11%	13%	12%	11%	10%	10%	8%	17%	5%	10%	12%	0%	10%	9%	16%	11%	19%
% Total Mentions	7%	8%	8%	7%	6%	7%	5%	10% I	3%	6%	8%	0%	7%	6%	10% M	8%	12%
At a traditional gym																	
Mentions	367	85	62	67	54	73	27	191	176	177	189	1	231	70	41	18	8
% Valid Cases	30%	34%	31%	32%	30%	26%	31%	31%	30%	32%	29%	100%	31%	33%	28%	24%	29%
% Total Mentions	19%	20% F	20%	20%	19%	17%	19%	18%	20%	20%	18%	100%	20%	20%	17%	17%	18%
At a public space such as a park																	
Mentions	287	60	40	56	37	68	24	117	169	138	148	0	180	60	24	16	6
% Valid Cases	24%	24%	20%	27%	21%	24%	27%	19%	29%	25%	23%	0%	24%	28%	16%	22%	24%
% Total Mentions	15%	15%	13%	17%	13%	16%	17%	11%	19% H	16%	14%	0%	15% O	17% O	10%	16%	15%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFHIJMOP

*Percentages may not total 100%, due to rounding.

Q6b) In the past 60 days, at which of the following locations have you exercised? Select all that apply. *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,212	252	199	210	177	285	89	622	591	561	650	1	751	213	147	75	27
Valid Cases	1,212	252	199	210	177	285	89	622	591	561	650	1	751	213	147	75	27
Total Mentions	1,652	346	269	293	243	382	121	897	756	751	900	1	1,048	285	195	91	34
At home																	
Mentions	991	206	173	163	150	229	71	485	506	473	518	0	627	166	120	60	19
% Valid Cases	82%	82%	87%	77%	84%	81%	80%	78%	86%	84%	80%	0%	83%	78%	81%	80%	72%
% Total Mentions	60%	60%	64%	56%	62%	60%	58%	54%	67%	63%	58%	0%	60%	58%	62%	65%	57%
At a micro gym																	
Mentions	137	29	18	28	23	28	10	123	14	43	94	0	86	23	18	6	4
% Valid Cases	11%	11%	9%	14%	13%	10%	11%	20%	2%	8%	14%	0%	11%	11%	13%	8%	14%
% Total Mentions	8%	8%	7%	10%	10%	7%	8%	14%	2%	6%	10%	0%	8%	8%	9%	6%	11%
At a boutique fitness gym																	
Mentions	102	21	12	19	15	30	4	89	13	35	68	0	59	16	17	7	4
% Valid Cases	8%	8%	6%	9%	9%	10%	4%	14%	2%	6%	10%	0%	8%	8%	11%	9%	14%
% Total Mentions	6%	6%	5%	7%	6%	8%	3%	10%	2%	5%	7%	0%	6%	6%	9%	7%	11%
At a traditional gym																	
Mentions	165	45	27	27	26	30	10	100	65	75	89	1	100	37	20	5	3
% Valid Cases	14%	18%	14%	13%	14%	11%	11%	16%	11%	13%	14%	100%	13%	17%	14%	7%	11%
% Total Mentions	10%	13%	10%	9%	11%	8%	8%	11%	9%	10%	10%	100%	10%	13%	10%	6%	9%
At a public space such as a park																	
Mentions	257	44	38	55	28	64	27	99	158	125	132	0	176	44	20	14	4
% Valid Cases	21%	17%	19%	26%	16%	23%	30%	16%	27%	22%	20%	0%	23%	20%	13%	18%	15%
% Total Mentions	16%	13%	14%	19%	12%	17%	22%	11%	21%	17%	15%	0%	17%	15%	10%	15%	12%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BCDEFHIJKOP

*Percentages may not total 100%, due to rounding.

Q7) Have you acquired any fitness equipment for your home as a result of gyms and many other fitness outlets being closed due to the COVID-19 outbreak? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,212	252	199	210	177	285	89	622	591	561	650	1	751	213	147	75	27
Yes Column %	50%	52% CG	40%	56% CG	51% CG	53% CG	37%	71% I	27%	47%	52%	0%	44%	65% MP	55% M	49%	54%
No Column %	50%	48% BDEF	60% BDEF	44%	49%	47%	63% BDEF	29%	73% H	53%	48%	100%	56% NO	35%	45%	51% N	46%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIMNOP

*Percentages may not total 100%, due to rounding.

Q) How frequently or infrequently would you say you watch NFL football games? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
More than once a week																	
Column %	24%	26%	25%	24%	24%	25%	21%	25%	24%	15%	34% J	0%	26% NP	19%	28% NP	16%	24%
Once a week			29% F			22%				20%	29% J						
Column %	25%	26%	29% F	23%	22%	22%	26%	23%	26%	20%	29% J	46%	25%	22%	25%	24%	19%
Once every few weeks								19% I	11%	16% K	13%						
Column %	14%	14%	14%	15%	13%	16%	13%	19% I	11%	16% K	13%	0%	13%	15%	16%	18%	12%
Once every few months		6%						11% I	7%	11% K	7%		7%	13% M			
Column %	9%	6%	9%	10%	11% B	9%	10%	11% I	7%	11% K	7%	0%	7%	13% M	11%	11%	9%
Once per year			2%	6% C						6% K	3%		4%	7% M			
Column %	5%	4%	2%	6% C	6%	5%	5%	6%	4%	6% K	3%	0%	4%	7% M	4%	5%	5%
Once every few years										3% K	1%		2%	1%		5% MN	
Column %	2%	2%	2%	3%	2%	2%	2%	2%	2%	3% K	1%	0%	2%	1%	2%	5% MN	2%
I don't watch NFL football games								15%	27% H	29% K	13%	54% K	22% O	23% O	14%		29% O
Column %	21%	22%	19%	19%	22%	22%	23%	15%	27% H	29% K	13%	54% K	22% O	23% O	14%	21%	29% O

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCFHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q) As you may remember, due to concerns over the COVID-19 pandemic, there was uncertainty this past summer whether the NFL season would be played. Looking back, do you think it was the right decision to let the NFL season move forward, or should it have been cancelled? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
It was right to move forward Column %	47%	49%	52%	48%	44%	45%	49%	49%	47%	36%	59% J	77% J	50% NQ	42%	44%	43%	34%
It should have been cancelled Column %	21%	19%	21%	21%	26% F	19%	20%	21%	20%	23% K	19%	0%	21%	21%	22%	23%	22%
It should have been postponed, but not cancelled Column %	15%	16% C	11%	16% C	15%	15%	12%	16%	14%	18% K	11%	0%	12%	20% M	17%	16%	16%
Unsure Column %	17%	16%	17%	15%	15%	21% DE	19%	15%	19% H	22% K	11%	23%	17%	17%	17%	18%	29% M

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CDEFHJKMNQ

*Percentages may not total 100%, due to rounding.

Q) This year, the Super Bowl will be held on Sunday, February 7th. Which of the following best describes your plans on that day. *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
I plan to watch the Super Bowl on television, in its entirety Column %	48%	51% F	50%	51% F	48%	43%	44%	49%	47%	39%	57% J	46%	49%	46%	50%	43%	37%
I'll watch parts of the Super Bowl, but not the whole thing Column %	23%	23%	21%	20%	21%	26%	22%	26% I	19%	23%	22%	23%	23%	24%	23%	19%	18%
I'll watch the Super Bowl commercials, but do not plan to watch the game Column %	8%	4%	9% B	8%	7%	10% B	7%	10% I	6%	10% K	5%	0%	6%	11% M	13% M	11% M	13% M
I do not plan to watch the Super Bowl Column %	22%	22%	20%	21%	24%	21%	27%	14%	28% H	27% K	16%	31%	23% O	19%	14%	27% O	31% O

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BFHIJKMO

*Percentages may not total 100%, due to rounding.

Q) Which of the following do you like more about the Super Bowl? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
The football game itself																	
Column %	48%	51% E	54% EF	46%	41%	46%	48%	47%	48%	32%	64% J	46%	51% N	36%	51% N	41%	48%
The events/activities that accompany the football game (commercials, halftime show, pregame festivities, etc.)																	
Column %	33%	29%	27%	37% BC	40% BCFG	33%	29%	39% I	27%	43% K	22%	54%	29%	49% MOPQ	36% M	31%	26%
Neither																	
Column %	20%	20%	18%	17%	18%	22%	22%	13%	25% H	25% K	14%	0%	21% NO	15%	13%	28% NO	26% O

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCEFGHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q) Do you have a favorite NFL team? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Yes Column %	64%	63%	68%	63%	66%	62%	62%	68% I	61%	56%	72% J	46%	67% NP	58%	62% P	50%	59%
No Column %	36%	37%	32%	37%	34%	38%	38%	32%	39% H	44% K	28%	54%	33%	42% M	38%	50% MO	41%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: HIJKMNOP

*Percentages may not total 100%, due to rounding.

Q) Which is your favorite NFL team? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,151	226	196	184	191	263	90	563	588	515	634	1	762	171	137	54	27
Arizona Cardinals Column %	2%	1%	1%	2%	2%	1%	10% BCDEF	2%	1%	1%	2%	0%	3%	1%	0%	1%	1%
Atlanta Falcons Column %	2%	1%	1%	0%	2%	6% BCD	2%	3% I	1%	2%	3%	0%	2%	1%	4%	5%	4%
Baltimore Ravens Column %	3%	7% CDEG	0%	1%	1%	5% CDG	1%	3%	3%	3%	3%	0%	2%	3%	5%	4%	3%
Buffalo Bills Column %	4%	8% CEG	2%	4% E	1%	6% CE	2%	5%	4%	3%	5%	0%	4%	3%	6%	6%	14% M
Carolina Panthers Column %	3%	2%	1%	6% C	3%	4% C	2%	5% I	1%	2%	4% J	0%	2%	6% M	5% M	3%	1%
Chicago Bears Column %	6%	3%	18% BDEFG	4%	4%	2%	5%	6%	6%	6%	6%	0%	6%	4%	3%	8%	8%
Cincinnati Bengals Column %	1%	2%	3% F	1%	1%	0%	1%	2% I	1%	1%	1%	100% JK	1%	3%	1%	1%	0%
Cleveland Browns Column %	3%	2%	5% BE	3%	0%	4% E	2%	3%	3%	2%	3%	0%	3%	2%	3%	1%	2%
Dallas Cowboys Column %	10%	7% C	1%	6% C	31% BCDFG	9% C	5%	12%	9%	14% K	7%	0%	9%	15% MPQ	12%	5%	3%
Denver Broncos Column %	3%	0%	1%	1%	2% B	1%	18% BCDEF	2%	3%	3%	2%	0%	2%	4%	1%	3%	5%
Detroit Lions Column %	2%	0%	10% BDEFG	0%	1%	1%	3%	2%	2%	1%	3%	0%	3% N	0%	2%	3%	2%
Green Bay Packers Column %	7%	5%	21% BDEFG	3%	7% DF	3%	5%	5%	9% H	7%	7%	0%	9% NO	3%	4%	8%	5%
Houston Texans Column %	3%	1%	0%	0%	12% BCDFG	3% C	1%	3%	3%	3%	3%	0%	3%	6% MO	0%	0%	3%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q) Which is your favorite NFL team? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Indianapolis Colts Column %	1%	0%	3% BDEF	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	2%	0%
Jacksonville Jaguars Column %	1%	1%	0%	0%	1%	1%	0%	1% I	0%	0%	1%	0%	1%	0%	0%	0%	0%
Kansas City Chiefs Column %	4%	3%	2%	1%	10% BCDF	4% D	7% CD	2%	6% H	4%	4%	0%	4%	3%	7%	5%	2%
Las Vegas Raiders Column %	2%	1%	1%	8% BCEF	0%	1%	9% BCEF	3%	2%	2%	3%	0%	2%	4% O	1%	0%	2%
Los Angeles Chargers Column %	1%	0%	1%	6% BCEFG	0%	0%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	3%
Los Angeles Rams Column %	3%	1%	1%	10% BCEF	2%	1%	4%	2%	3%	3%	3%	0%	2%	4%	3%	3%	0%
Miami Dolphins Column %	2%	1%	1%	1%	1%	5% BCDEG	0%	2%	2%	3%	1%	0%	2%	2%	3%	2%	0%
Minnesota Vikings Column %	2%	1%	9% BDEFG	0%	0%	1%	3%	1%	3%	2%	3%	0%	3% N	0%	3%	0%	2%
New England Patriots Column %	3%	7% CDEF	2%	1%	2%	1%	3%	3%	3%	2%	4% J	0%	3% N	0%	2%	2%	2%
New Orleans Saints Column %	3%	1%	2%	1%	8% BCDFG	2%	0%	3%	2%	4% K	2%	0%	3%	1%	5% N	3%	3%
New York Giants Column %	5%	17% CDEFG	2%	2%	1%	4%	2%	6%	4%	4%	6%	0%	5%	8%	4%	6%	0%
New York Jets Column %	2%	8% CDEFG	1%	0%	0%	1%	1%	2%	2%	1%	3%	0%	1%	5% M	3%	3%	2%
Philadelphia Eagles Column %	4%	11% CDEFG	0%	1%	1%	4% CD	1%	3%	4%	5% K	2%	0%	2%	6% M	5%	3%	12% M

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q) Which is your favorite NFL team? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Pittsburgh Steelers Column %	6%	5% E	6% E	3%	1%	11% BDEG	3%	4%	7% H	7% K	4%	0%	6%	3%	5%	2%	5%
San Francisco 49ers Column %	2%	1%	0%	8% BCEF	1%	1%	3%	2%	2%	3% K	1%	0%	1%	4% M	2%	7% M	7%
Seattle Seahawks Column %	5%	0%	1%	24% BCEFG	2% B	1%	4% B	5%	5%	5%	5%	0%	5%	4%	4%	8%	3%
Tampa Bay Buccaneers Column %	3%	2%	2%	1%	0%	6% BCDE	3%	1%	5% H	3%	2%	0%	3% N	0%	1%	3%	3%
Tennessee Titans Column %	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%
Washington Football Team Column %	3%	5% CEG	1%	3% E	0%	7% CEG	0%	4%	3%	2%	4% J	0%	3%	3%	6%	2%	4%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q) If you had to guess, of the 32 teams in the NFL, how many have non-white head coaches (coaches of color)? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
0-3 Column %	17%	17%	16%	18%	19% F	13%	19%	10%	22% H	14%	19% J	0%	18% N	10%	20% N	19% N	11%
4 Column %	7%	9% E	12% DEFG	5%	3%	6%	6%	4%	10% H	4%	10% J	0%	7%	7%	11% M	4%	5%
5-15 Column %	47%	43%	47%	44%	49%	48%	51%	45%	48%	52% K	41%	31%	46%	52% M	44%	44%	47%
15+ Column %	30%	31%	25%	33% CG	29%	33% CG	23%	41% I	20%	30%	30%	69% JK	30%	31%	26%	33%	37%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFMNOQ

*Percentages may not total 100%, due to rounding.

Q) What do you think is an acceptable number of non-white head coaches (coaches of color) in the NFL? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
0-3 Column %	9%	10%	10%	7%	9%	8%	10%	5%	12% H	7%	11% J	0%	10% N	6%	7%	7%	5%
4 Column %	2%	1%	2%	3%	2%	2%	1%	1%	2%	2%	2%	0%	2%	1%	1%	3%	0%
5-15 Column %	35%	33%	39% F	33%	37%	31%	39%	33%	36%	31%	39% J	31%	36% N	29%	34%	38%	35%
15+ Column %	55%	56%	49%	57% C	52%	59% C	50%	60% I	50%	61% K	48%	69%	52%	64% MP	57%	52%	60%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFIMNOQ

*Percentages may not total 100%, due to rounding.

Q) If you had to guess, what percentage of players in the NFL are players of color? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Under 20% Column %	5%	6% C	3%	3%	5%	7% CD	5%	5%	5%	6%	4%	0%	4%	4%	10% MNQ	7%	2%
20% to 39% Column %	8%	9%	5%	9%	8%	9%	6%	13% I	3%	8%	8%	0%	6%	13% MO	7%	9%	15% MO
40% to 59% Column %	19%	18%	16%	18%	25% BC	19%	18%	23% I	16%	22% K	16%	69% JK	17%	25% M	20%	22%	25%
60% to 79% Column %	43%	47% EF	51% DEF	40%	38%	40%	46%	35%	50% H	41%	46%	0%	46% NO	38%	38%	43%	32%
Over 80% Column %	25%	20%	25%	29% B	24%	26%	25%	23%	26%	23%	27% J	31%	26% N	20%	25%	18%	25%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: KMNOQ

*Percentages may not total 100%, due to rounding.

Q) Which of the following comes closest to your opinion on coaches of color in the NFL *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
The NFL needs more head coaches of color Column %	40%	40%	42%	45% E	35%	40%	35%	45% I	36%	35%	45% J	0%	37%	40%	58% MNPQ	34%	34%
The current number of head coaches of color in the NFL is about right Column %	28%	27%	27%	27%	29%	29%	25%	32% I	24%	26%	29%	46%	27%	32% O	22%	27%	30%
The NFL needs fewer head coaches of color Column %	3%	1%	2%	2%	5% B	5% B	5% B	3%	3%	3%	4%	0%	3%	2%	5%	3%	10% N
Unsure Column %	29%	31%	29%	26%	32%	27%	35% D	20%	37% H	36% K	22%	54%	33% NO	26% O	15%	36% O	26%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BDEHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q) As you may know, there are currently 4 head coaches of color in the NFL. The most head coaches of color that there have been in the NFL at one time is 8. Knowing what you know now, which of the following comes closest to your opinion on coaches of color in the NFL *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
The NFL needs more head coaches of color Column %	46%	47%	46%	53% EF	43%	44%	43%	50% I	42%	44%	49% J	0%	42%	48%	66% MNPQ	41%	41%
The current number of head coaches of color in the NFL is about right Column %	25%	23%	25%	22%	24%	28%	22%	28% I	22%	20%	29% J	46%	25%	24%	20%	27%	25%
The NFL needs fewer head coaches of color Column %	4%	3%	2%	4%	4%	5%	4%	4%	3%	4%	4%	0%	3%	4%	4%	4%	12% MOP
Unsure Column %	26%	28%	26%	21%	29% D	23%	30% D	18%	33% H	32% K	19%	54%	29% NO	23% O	10%	29% O	23% O

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEFHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q) Regarding the NFL, which of the following best describes the "Rooney Rule" *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
A rule that requires teams to interview at least one candidate of color every time they are looking to fill a head coach or executive position. Column %	39%	40%	42% E	38%	33% E	44% EG	34%	44% I	35%	24%	55% J	0%	40% N	32%	49% MNPQ	31%	30%
A rule that requires teams to have at least one non-white player on their team Column %	9%	8%	7%	10%	10%	10%	7%	14% I	4%	8%	9%	46% JK	6%	14% M	10%	15% M	13%
A rule that forbids teams from having a head coach and general manager who are related to one another Column %	3%	3%	2%	5%	4%	2%	4%	4%	3%	5% K	2%	0%	3%	5% M	3%	7% M	5%
A rule that states no general manager is allowed to also act as a team's head coach Column %	3%	3%	2%	3%	4%	3%	3%	2%	3%	4% K	2%	0%	3%	4%	3%	2%	5%
Unsure Column %	46%	47%	47%	45%	49% F	41%	52% F	36%	55% H	59% K	32%	54%	48% O	45% O	36%	45%	48%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: EFGHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q) In 2003, the NFL implemented a practice called the "Rooney Rule" which requires teams to interview at least one candidate of color every time they are looking to fill a head coach or executive position.
 Knowing what you know now, do you agree or disagree with the following statement: More needs to be done to hire head coaches of color in the NFL. *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Strongly Agree Column %	34%	38% CE	28%	34%	30%	40% CEG	29%	42% I	28%	31%	37% J	0%	32%	37% P	50% MNPQ	24%	26%
Somewhat Agree Column %	19%	21%	21%	20%	21%	16%	14%	22% I	16%	17%	20%	46%	17%	20%	22%	27% M	19%
Neither Agree nor Disagree Column %	23%	20%	25%	25%	23%	22%	28%	18%	28% H	26% K	20%	31%	24% O	22%	17%	30% O	20%
Somewhat Disagree Column %	6%	5%	7%	5%	6%	7%	6%	5%	7% H	5%	7%	0%	6%	4%	5%	4%	10%
Strongly Disagree Column %	8%	7%	9%	8%	7%	6%	11%	4%	11% H	6%	9% J	0%	9% NO	6% O	1%	5%	11% O
Unsure Column %	10%	9%	10%	8%	14% BD	10%	13%	9%	11%	14% K	6%	23%	11% O	11% O	5%	10%	14% O

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEGHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q) Since the implementation of the Rooney Rule, the average number of head coaches of color in the NFL per year increased from 2.23 to 3.76. Knowing this, how effective or ineffective would you say the Rooney Rule has been effective in increasing the diversity among NFL head coaches? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Extremely Effective Column %	15%	18% C	11%	16%	15%	15%	11%	22% I	9%	11%	19% J	0%	15%	13%	20% P	10%	14%
Very Effective Column %	15%	17%	12%	18%	16%	16%	13%	21% I	10%	12%	19% J	0%	13%	16%	21% M	21% M	15%
Moderately Effective Column %	32%	29%	32%	33%	33%	34%	31%	33%	31%	36% K	28%	100% JK	31%	41% MO	25%	34%	34%
Slightly Effective Column %	19%	19%	23%	18%	19%	18%	23%	14%	24% H	21%	18%	0%	22% N	12%	19% N	19%	21%
Not at all Effective Column %	18%	17%	21%	16%	17%	19%	21%	11%	25% H	20%	17%	0%	19%	17%	15%	16%	17%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: CHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q) Knowing what you know now, which of the following comes closest to your opinion on coaches of color in the NFL *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
The NFL needs more head coaches of color Column %	43%	43%	45%	46%	41%	42%	40%	44%	42%	40%	46% J	0%	42%	40%	59% MNPQ	35%	35%
The current number of head coaches of color in the NFL is about right Column %	27%	26%	26%	29%	26%	28%	25%	32% I	23%	23%	31% J	46%	26%	33% MO	21%	31%	29%
The NFL needs fewer head coaches of color Column %	5%	3%	4%	5%	6%	5%	5%	6% I	3%	5%	4%	0%	4%	5%	7% M	8% M	8%
Unsure Column %	26%	28% D	24%	20%	27% D	25%	30% D	18%	32% H	32% K	18%	54%	29% NO	21% O	13%	26% O	28% O

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: **DHIJKMNOPQ**

*Percentages may not total 100%, due to rounding.

Q) How many years at each of the following positions would you assume qualifies someone to be a head coach in the NFL? Head coach of another NFL team

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 to 5 Column %	44%	45%	48% F	44%	44%	39%	50% F	35%	52% H	38%	50% J	0%	49% NQ	28%	42% N	41% N	32%
6 to 10 Column %	29%	30%	27%	30%	26%	32%	24%	37% I	22%	31% K	26%	0%	24%	41% MP	34% M	29%	33%
10+ Column %	12%	9%	9%	12%	13%	16% BC	12%	15% I	9%	13%	11%	23%	12%	11%	14%	13%	15%
No amount of experience at this position would qualify someone to be a head coach in the NFL Column %	15%	17%	17%	15%	16%	14%	14%	13%	17% H	18% K	12%	77% JK	15%	19% O	10%	17%	19%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCFHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q) How many years at each of the following positions would you assume qualifies someone to be a head coach in the NFL? NFL offensive coordinator *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AAO	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 to 5 Column %	41%	42%	44%	42%	37%	41%	41%	33%	48% H	38%	44% J	0%	43% N	36%	38%	44%	36%
6 to 10 Column %	33%	36%	30%	34%	33%	34%	33%	39% I	29%	32%	35%	46%	33%	33%	39% P	27%	31%
10+ Column %	10%	6%	9%	11% B	12% B	12% B	10%	14% I	7%	11%	9%	23%	9%	12%	11%	11%	12%
No amount of experience at this position would qualify someone to be a head coach in the NFL Column %	15%	15%	16%	14%	18%	14%	16%	15%	16%	19% K	12%	31%	15%	19% O	12%	18%	20%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BHIJKNOP

*Percentages may not total 100%, due to rounding.

Q) How many years at each of the following positions would you assume qualifies someone to be a head coach in the NFL? NFL defensive coordinator *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 to 5 Column %	41%	38%	45%	43%	39%	39%	42%	33%	48% H	37%	45% J	0%	44% N	32%	39%	43% N	34%
6 to 10 Column %	31%	37% DEF	30%	29%	29%	30%	28%	34% I	28%	31%	31%	46%	29%	36% M	35%	28%	29%
10+ Column %	13%	10%	10%	14%	13%	16% BC	14%	19% I	8%	13%	13%	23%	12%	14%	15%	12%	20%
No amount of experience at this position would qualify someone to be a head coach in the NFL Column %	15%	14%	15%	14%	18%	15%	16%	14%	16%	19% K	11%	31%	15%	19% O	12%	17%	17%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFHIJKMNO

*Percentages may not total 100%, due to rounding.

Q) How many years at each of the following positions would you assume qualifies someone to be a head coach in the NFL? NFL position coach (e.g. quarterbacks' coach, linebackers' coach, etc.) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 to 5 Column %	37%	39%	37%	38%	36%	36%	34%	32%	42% H	38%	37%	0%	38%	35%	36%	41%	29%
6 to 10 Column %	32%	33%	31%	34%	28%	33%	33%	34%	31%	29%	35% J	0%	33%	28%	35%	29%	38%
10+ Column %	13%	11%	14%	12%	17% B	13%	15%	17% I	10%	13%	14%	23%	13%	15%	12%	12%	20%
No amount of experience at this position would qualify someone to be a head coach in the NFL Column %	17%	17%	18%	16%	19%	17%	17%	17%	17%	20% K	14%	77% JK	16%	23% M	17%	17%	13%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BHIJKM

*Percentages may not total 100%, due to rounding.

Q) How many years at each of the following positions would you assume qualifies someone to be a head coach in the NFL? Head coach of a college football team *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 to 5 Column %	36%	36%	34%	42% F	36%	32%	36%	32%	39% H	35%	37%	0%	38% O	32%	30%	35%	33%
6 to 10 Column %	31%	32%	32%	28%	29%	35%	32%	32%	31%	29%	34% J	0%	31%	31%	36%	31%	31%
10+ Column %	17%	14%	14%	16%	19%	19%	16%	20% I	14%	16%	17%	23%	16%	15%	19%	16%	17%
No amount of experience at this position would qualify someone to be a head coach in the NFL Column %	17%	18%	20%	14%	16%	15%	15%	17%	17%	21% K	12%	77% JK	15%	22% M	16%	19%	19%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: FHIJKMO

*Percentages may not total 100%, due to rounding.

Q) How many years at each of the following positions would you assume qualifies someone to be a head coach in the NFL? College football offensive coordinator *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 to 5 Column %	35%	31%	34%	40% B	34%	35%	32%	33%	36%	37% K	32%	0%	35%	35%	32%	36%	35%
6 to 10 Column %	32%	34% D	29%	27%	32%	34%	33%	34%	30%	29%	35% J	0%	32%	32%	36% P	25%	26%
10+ Column %	16%	15%	16%	17%	16%	15%	15%	17%	15%	13%	18% J	69% JK	17%	13%	16%	13%	19%
No amount of experience at this position would qualify someone to be a head coach in the NFL Column %	18%	20%	20%	16%	18%	16%	19%	16%	19%	21% K	14%	31%	17%	20%	16%	26% MO	20%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BDJKMOP

*Percentages may not total 100%, due to rounding.

Q) How many years at each of the following positions would you assume qualifies someone to be a head coach in the NFL? College football defensive coordinator *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 to 5 Column %	34%	34%	33%	37%	36%	32%	36%	32%	37% H	36%	32%	0%	35%	35%	31%	37%	28%
6 to 10 Column %	32%	33%	32%	31%	32%	34%	29%	35%	30%	30%	35% J	0%	31%	34% P	42% MP	24%	34%
10+ Column %	15%	15%	14%	15%	14%	18%	15%	17%	14%	13%	18% J	69% JK	17% N	9%	13%	15%	20% N
No amount of experience at this position would qualify someone to be a head coach in the NFL Column %	18%	18%	20%	16%	18%	16%	20%	16%	19%	21% K	15%	31%	17%	22% MO	14%	24% O	18%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: HJKMNOP

*Percentages may not total 100%, due to rounding.

Q) How many years at each of the following positions would you assume qualifies someone to be a head coach in the NFL? College football position coach (e.g. quarterbacks' coach, linebackers' coach, etc.) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 to 5 Column %	33%	30%	29%	39% BC	35%	33%	33%	32%	34%	36% K	30%	0%	33%	36%	28%	36%	28%
6 to 10 Column %	32%	34%	30%	28%	34%	34%	29%	35% I	29%	30%	34% J	46%	31%	29%	44% MNPQ	29%	23%
10+ Column %	16%	16%	19%	16%	13%	16%	17%	16%	16%	13%	19% J	23%	17%	15%	13%	12%	26% OP
No amount of experience at this position would qualify someone to be a head coach in the NFL Column %	19%	20%	22%	17%	18%	17%	21%	17%	21%	21% K	17%	31%	19%	21%	15%	23%	23%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q) How many years at each of the following positions would you assume qualifies someone to be a head coach in the NFL? High school football head coach

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 to 5 Column %	31%	29%	25%	35% C	36% C	30%	27%	31%	30%	33% K	28%	0%	29%	35% M	33%	28%	24%
6 to 10 Column %	23%	26% CE	20%	20%	19%	29% CDEG	19%	27% I	20%	22%	24%	46%	22%	23%	27%	29%	23%
10+ Column %	17%	14%	19%	20% B	18%	16%	20%	20% I	15%	16%	18%	23%	17%	14%	20%	17%	28% N
No amount of experience at this position would qualify someone to be a head coach in the NFL Column %	29%	31%	36% DEF	25%	27%	25%	34% DF	22%	35% H	29%	30%	31%	32% O	27% O	20%	26%	25%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIKMNO

*Percentages may not total 100%, due to rounding.

Q) How many years at each of the following positions would you assume qualifies someone to be a head coach in the NFL? Former NFL player *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AAO	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 to 5 Column %	31%	30%	30%	32%	30%	30%	30%	28%	33% H	32%	29%	0%	32% N	26%	34% N	28%	20%
6 to 10 Column %	32%	35%	31%	30%	30%	32%	31%	35% I	29%	29%	35% J	0%	31%	30%	34%	30%	43%
10+ Column %	17%	14%	17%	18%	19%	19%	16%	19% I	16%	16%	18%	69% JK	16%	20%	19%	15%	15%
No amount of experience at this position would qualify someone to be a head coach in the NFL Column %	21%	21%	22%	20%	22%	18%	23%	18%	23% H	23% K	19%	31%	21% O	24% O	12%	27% O	22%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: HIJKNO

*Percentages may not total 100%, due to rounding.

Q) How many years at each of the following positions would you assume qualifies someone to be a head coach in the NFL? Former college football player *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AAO O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 to 5 Column %	31%	29%	30%	35%	30%	32%	26%	32%	29%	33%	29%	0%	30%	34%	30%	30%	31%
6 to 10 Column %	29%	33% CD	26%	25%	31%	30%	24%	31% I	27%	28%	30%	46%	28%	27%	38% MNP	24%	24%
10+ Column %	15%	11%	17% B	18% B	13%	14%	20% B	16%	15%	13%	17% J	23%	15%	14%	13%	17%	19%
No amount of experience at this position would qualify someone to be a head coach in the NFL Column %	25%	27%	27%	22%	26%	23%	30%	21%	29% H	27%	24%	31%	26% O	26%	19%	28%	26%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDHIJMNOP

*Percentages may not total 100%, due to rounding.

Q) How many years at each of the following positions would you assume qualifies someone to be a head coach in the NFL? Former football player in another professional league (e.g. XFL, Canadian Football League) *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 to 5 Column %	29%	27%	29%	32%	28%	31%	27%	28%	31%	32% K	26%	0%	30%	28%	31%	28%	22%
6 to 10 Column %	30%	34% D	27%	26%	28%	32%	29%	33% I	27%	28%	32%	46%	28%	30%	37% M	31%	38%
10+ Column %	16%	14%	15%	16%	17%	15%	17%	18% I	13%	13%	18% J	23%	16%	15%	15%	13%	17%
No amount of experience at this position would qualify someone to be a head coach in the NFL Column %	25%	24%	29%	26%	26%	22%	27%	21%	29% H	27%	24%	31%	26% O	27% O	17%	29% O	23%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: **DHIJKMO**

*Percentages may not total 100%, due to rounding.

Q) How many years at each of the following positions would you assume qualifies someone to be a head coach in the NFL? Former High School Player *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
1 to 5 Column %	27%	27%	23%	30%	30%	28%	24%	29%	26%	31% K	24%	0%	26%	31%	32% M	30%	20%
6 to 10 Column %	22%	21%	22%	21%	20%	26%	22%	27% I	19%	21%	24%	46%	20%	24%	32% MN	22%	26%
10+ Column %	15%	16%	12%	16%	17%	15%	14%	17%	14%	14%	16%	23%	15%	15%	15%	15%	24%
No amount of experience at this position would qualify someone to be a head coach in the NFL Column %	35%	35%	43% BDEF	33%	33%	31%	41% F	27%	42% H	35%	36%	31%	39% NO	31% O	21%	33% O	30%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BDEFHIKMNO

*Percentages may not total 100%, due to rounding.

Q) If a head coach in the NFL is fired by one team, should he be allowed to accept a head coaching position of another team for the next season, or should there be a mandatory waiting period before he can be rehired as a head coach? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AAO	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
A recently-fired head coach should be allowed to accept the head coaching position of another team the next season Column %	54%	53%	60% DF	51%	53%	50%	65% BDEF	46%	61% H	44%	65% JL	0%	59% NP	38%	55% N	45%	49%
There should be a waiting period of one season, before a recently-fired head coach can accept the head coaching position of another team Column %	19%	17%	14%	22% CG	21% CG	22% CG	13%	28% I	11%	20%	18%	46%	15%	29% M	24% M	20%	22%
There should be a waiting period of at least two seasons, before a recently-fired head coach can accept the head coaching position of another team Column %	5%	4%	2%	7% CG	6% CG	7% CG	2%	7% I	3%	5%	5%	0%	3%	9% M	5%	7% M	6%
Recently-fired head coaches should not be allowed to accept the head coaching position of another team Column %	3%	4%	4%	4%	1%	3%	1%	3%	3%	4% K	2%	0%	3%	3%	3%	2%	3%
Unsure Column %	19%	23% D	20%	15%	19%	18%	19%	17%	21% H	26% K	11%	54% K	19% O	22% O	13%	25% O	20%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKLMNOP

*Percentages may not total 100%, due to rounding.

Q) From 2009 - 2018, white NFL head coaches who left their job were hired for other NFL head coaching positions at twice the rate of coaches of color . Knowing this, if a head coach in the NFL is fired by one team, should he be allowed to accept a head coaching position of another team for the next season, or should there be a mandatory waiting period before he can be rehired as a head coach? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
A recently-fired head coach should be allowed to accept the head coaching position of another team the next season Column %	52%	51%	60% BDEF	50%	50%	48%	60% F	43%	60% H	42%	63% J	0%	56% N	40%	54% N	48%	51%
There should be a waiting period of one season, before a recently-fired head coach can accept the head coaching position of another team Column %	19%	17%	14%	23% CG	20% C	24% BCG	14%	27% I	13%	20%	19%	46%	17%	26% M	24% M	17%	27%
There should be a waiting period of at least two seasons, before a recently-fired head coach can accept the head coaching position of another team Column %	6%	7% CG	3%	9% CG	7%	7% CG	2%	10% I	3%	7% K	5%	0%	5%	11% M	6%	9%	6%
Recently-fired head coaches should not be allowed to accept the head coaching position of another team Column %	3%	4%	4%	5%	3%	2%	2%	4% I	2%	5% K	2%	0%	3%	5%	3%	3%	0%
Unsure Column %	19%	21% D	19%	13%	20% D	19%	22% D	15%	22% H	26% K	12%	54% K	20% O	19%	13%	24% O	17%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFGHIJKMNO

*Percentages may not total 100%, due to rounding.

Q) Knowing what you know now, which of the following comes closest to your opinion on coaches of color in the NFL1 *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
The NFL needs significantly more head coaches of color																	
Column %	29%	29%	28%	33%	26%	31%	25%	32% I	27%	29%	29%	0%	27%	29%	47% MNPQ	20%	24%
The NFL needs somewhat more head coaches of color																	
Column %	17%	17%	20%	17%	17%	16%	19%	16%	18%	13%	22% J	0%	18%	16%	13%	18%	21%
The current number of head coaches of color in the NFL is about right																	
Column %	21%	21%	20%	23%	21%	19%	23%	23% I	19%	18%	24% J	0%	21%	22%	17%	22%	26%
The NFL needs somewhat fewer head coaches of color																	
Column %	4%	3%	4%	6%	6%	5%	2%	7% I	2%	4%	4%	46% JK	3%	7% M	7% M	4%	6%
The NFL needs significantly fewer head coaches of color																	
Column %	3%	3%	1%	2%	3%	4%	3%	3%	2%	3%	2%	0%	3%	2%	2%	7% MNO	3%
Unsure																	
Column %	26%	27%	26%	21%	27%	25%	28%	18%	32% H	32% K	19%	54%	28% O	23% O	14%	29% O	20%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: HIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q) Should the NFL use incentives (draft picks, etc.) to increase the diversity of head coach hirings and front office positions? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Yes Column %	38%	39% G	35%	41% G	42% G	39% G	26%	53% I	25%	33%	43% J	0%	33%	50% MPQ	49% MQ	38%	30%
No Column %	31%	30%	37% EF	33%	27%	27%	39% EF	23%	38% H	27%	36% J	46%	36% NO	22%	20%	29%	33%
Unsure Column %	31%	31%	28%	26%	31%	34% D	35% D	24%	36% H	40% K	21%	54%	31%	28%	31%	33%	37%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEFGHIJKMNOPQ

*Percentages may not total 100%, due to rounding.

Q) In your opinion, is the NFL more or less inclusive than other professional sports leagues when it comes to the Black Lives Matter movement? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Much more inclusive Column %	19%	18%	18%	21%	18%	19%	15%	22% I	16%	13%	24% J	0%	22% NP	12%	18%	11%	14%
Somewhat more inclusive Column %	17%	16%	16%	18%	16%	19%	22%	19%	16%	15%	20% J	0%	17%	18%	16%	21%	17%
About the same Column %	29%	29%	37% BDEF	29%	27%	24%	28%	28%	29%	27%	31%	46%	26%	33% M	33%	31%	32%
Somewhat less inclusive Column %	7%	3%	6%	8% B	5%	11% BCE	7%	9% I	5%	8% K	5%	0%	6%	9% M	9% M	7%	8%
Much less inclusive Column %	5%	7% CE	3%	6%	3%	6% CE	3%	5%	5%	6%	4%	0%	5%	4%	6%	4%	11%
Unsure Column %	23%	27% DF	21%	19%	31% CDF	21%	24%	17%	29% H	31% K	16%	54%	25% O	24%	18%	25%	18%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BCDEFHIJKMNOP

*Percentages may not total 100%, due to rounding.

Q) Moving onto the topic of professional baseball, The NY Mets fired GM Jared Porter over alleged graphic text messages. Should organized sport adopt a zero-tolerance policy for sexual harassment in such matters, or not? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlanti c B	Great Lakes C	Pacific D	Plains E	Southe rn F	Weste rn G	Under 44 H	Over 45 I	Femal e J	Male K	Inters ex L	White M	Hispan ic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Definitely should Column %	55%	55%	57%	57%	53%	57%	53%	56%	55%	55%	56%	0%	57%	52%	58%	47%	45%
Probably should Column %	23%	20%	26%	24%	23%	21%	22%	22%	23%	19%	26%	69%	23%	23%	19%	26%	18%
Probably should not Column %	6%	7%	4%	8%	7%	6%	4%	8%	5%	7%	5%	0%	4%	10%	9%	7%	14%
Definitely should not Column %	2%	2%	3%	1%	2%	3%	4%	1%	3%	2%	3%	0%	3%	1%	2%	2%	7%
Unsure Column %	13%	16%	10%	10%	15%	13%	17%	13%	14%	16%	10%	31%	13%	15%	12%	18%	16%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: CDHIJKMN**

*Percentages may not total 100%, due to rounding.

Q) Finally on another topic, should the 2021 Tokyo Olympics continue to be played as scheduled in July and August of 2021, or should it be canceled or postponed due to concerns surrounding the Coronavirus pandemic? *

	Total	Region						Age Combined		Sex			Ethnicity				
	Total A	Atlantic B	Great Lakes C	Pacific D	Plains E	Southern F	Western G	Under 44 H	Over 45 I	Female J	Male K	Intersex L	White M	Hispanic N	AA O	Asian P	Other Q
Sample Size	1,800	356	288	293	292	427	144	832	968	922	875	3	1,132	295	220	108	45
Continue as scheduled Column %	29%	30% F	29%	31% F	33% F	23% F	32% F	35% I	24% I	21% J	37% J	31%	30% P	27%	30%	20% P	31%
Postponed to later in 2021 Column %	22%	23%	23%	22%	18% E	25% E	17%	28% I	17% I	21%	23%	46%	19% M	27% M	24%	29% M	20%
Postponed until at least 2022 Column %	23%	19% B	23%	24%	21%	25% B	23%	17% H	27% H	25% K	20% K	23%	23%	20%	23%	26%	25%
Cancelled Column %	8%	11% E	7%	8%	5% E	7%	8%	5% H	11% H	10% K	6% K	0%	8%	7%	8%	6%	13%
Unsure Column %	19%	17%	19%	15% D	22% D	19%	20%	15% H	22% H	24% K	14% K	0%	20%	19%	15%	18%	10%

Weight Variable = Census 2019 Population Estimates, Confidence Level = 95%

* Denotes variable with statistically significant findings

Significant difference within groups: BDEFHIJKMP