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1. Jason Collins - opinion on announcement

Which, if any, of the following do you think describes his announcement?

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Brave	46%	56%	42%	42%	43%	57%	52%	42%	51%	47%	41%	59%	56%
Inspirational	28%	41%	23%	22%	27%	29%	29%	25%	30%	30%	23%	25%	35%
Clever	5%	7%	4%	5%	5%	11%	6%	5%	6%	6%	6%	2%	6%
Attention-seeking	25%	15%	28%	31%	29%	17%	16%	28%	24%	22%	33%	13%	27%
Naïve	5%	5%	5%	5%	5%	9%	4%	9%	2%	6%	5%	7%	2%
Ignorant	7%	3%	8%	9%	8%	8%	3%	9%	5%	7%	9%	3%	3%
None of these	14%	9%	15%	17%	15%	8%	17%	15%	13%	11%	12%	17%	17%
Don't know	9%	12%	11%	6%	9%	12%	7%	8%	10%	12%	8%	6%	3%
Totals	(1,000)	(234)	(294)	(472)	(795)	(113)	(92)	(462)	(538)	(346)	(308)	(74)	(122)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Brave	46%	42%	47%	44%	52%	41%	49%	54%	49%
Inspirational	28%	28%	28%	26%	30%	20%	31%	36%	36%
Clever	5%	6%	6%	4%	6%	7%	3%	5%	6%
Attention-seeking	25%	23%	24%	28%	26%	28%	24%	24%	23%
Naïve	5%	5%	4%	5%	7%	6%	6%	4%	2%
Ignorant	7%	4%	7%	9%	7%	10%	5%	3%	8%
None of these	14%	19%	17%	12%	11%	14%	15%	14%	13%
Don't know	9%	9%	7%	11%	8%	10%	9%	7%	9%
Totals	(1,000)	(172)	(215)	(372)	(241)	(371)	(331)	(197)	(101)

2. Jason Collins - result of announcement

Which, if any, of the following do you think will happen as a result of his announcement? (A) He will be jeered at future basketball games; (B) More active players across the major professional sports leagues will now come out; (C) He will go down in history; (D) He will remain the only active player across the major professional sports leagues to come out; (E) He will be well-respected amongst the LGBT community; (F) None of these; (G) Don't know

	Age				Race			Gender		Family Income			
	Total	18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
A	16%	17%	20%	12%	17%	20%	6%	19%	13%	16%	17%	13%	18%
B	42%	45%	37%	43%	46%	39%	22%	40%	44%	42%	42%	27%	54%
C	26%	31%	28%	22%	24%	29%	37%	27%	26%	25%	26%	26%	35%
D	7%	8%	6%	7%	5%	9%	14%	7%	7%	8%	8%	9%	3%
E	46%	53%	39%	45%	47%	50%	33%	47%	44%	41%	43%	50%	61%
F	12%	8%	15%	13%	12%	8%	14%	14%	10%	11%	10%	16%	8%
G	17%	15%	19%	17%	17%	18%	19%	15%	20%	20%	15%	21%	14%
Totals	(1,000)	(234)	(294)	(472)	(795)	(113)	(92)	(462)	(538)	(346)	(308)	(74)	(122)

	Region					Education			
	Total	Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
A	16%	16%	14%	15%	19%	16%	15%	16%	16%
B	42%	40%	46%	39%	44%	34%	48%	47%	48%
C	26%	26%	26%	24%	29%	20%	29%	35%	29%
D	7%	5%	9%	7%	8%	7%	7%	6%	11%
E	46%	44%	42%	43%	54%	32%	49%	62%	67%
F	12%	17%	14%	10%	8%	15%	10%	9%	6%
G	17%	14%	15%	21%	16%	23%	14%	12%	13%
Totals	(1,000)	(172)	(215)	(372)	(241)	(371)	(331)	(197)	(101)

3. Jason Collins announcement - affect ability to get contract

Jason Collins is currently a free agent (i.e. not under contract to any specific NBA team). Do you think his announcement will increase, decrease, or make no difference to his likelihood of being offered a contract by another NBA team?

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Increase his likelihood	9%	12%	8%	8%	9%	11%	11%	9%	9%	9%	7%	8%	18%
Neither increase nor decrease his likelihood	46%	40%	43%	52%	46%	42%	49%	45%	47%	46%	44%	51%	46%
Decrease his likelihood	22%	20%	27%	21%	22%	26%	22%	26%	18%	18%	31%	23%	22%
Don't know	23%	29%	22%	19%	24%	21%	18%	19%	25%	28%	18%	19%	14%
Totals (Unweighted N)	100% (1,000)	100% (234)	100% (294)	100% (472)	100% (795)	100% (113)	100% (92)	100% (462)	100% (538)	100% (346)	100% (308)	100% (74)	100% (122)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Increase his likelihood	9%	11%	13%	7%	6%	8%	9%	12%	11%
Neither increase nor decrease his likelihood	46%	56%	46%	41%	46%	50%	41%	49%	41%
Decrease his likelihood	22%	15%	20%	26%	24%	20%	23%	22%	30%
Don't know	23%	18%	21%	25%	24%	23%	27%	17%	19%
Totals (Unweighted N)	100% (1,000)	100% (172)	100% (215)	100% (372)	100% (241)	100% (371)	100% (331)	100% (197)	100% (101)

4. Jason Collins announcement - affect sponsorship deals

Based on his announcement, do you think Jason Collins will secure more, less, or about the same number of endorsement and sponsorship deals in the future?

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
More endorsement deals	17%	21%	18%	15%	19%	14%	14%	19%	16%	15%	15%	18%	32%
About the same number of endorsement deals	33%	31%	34%	34%	32%	32%	38%	32%	34%	32%	36%	46%	25%
Less endorsement deals	21%	13%	22%	25%	20%	27%	18%	22%	20%	21%	25%	11%	22%
Don't know	29%	34%	27%	26%	29%	27%	30%	27%	31%	32%	24%	25%	21%
Totals (Unweighted N)	100% (1,000)	100% (234)	100% (294)	100% (472)	100% (795)	100% (113)	100% (92)	100% (462)	100% (538)	100% (346)	100% (308)	100% (74)	100% (122)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
More endorsement deals	17%	13%	20%	17%	19%	11%	19%	28%	22%
About the same number of endorsement deals	33%	41%	33%	30%	32%	32%	34%	34%	33%
Less endorsement deals	21%	18%	20%	21%	24%	23%	19%	19%	18%
Don't know	29%	28%	27%	32%	25%	34%	28%	19%	27%
Totals (Unweighted N)	100% (1,000)	100% (172)	100% (215)	100% (372)	100% (241)	100% (371)	100% (331)	100% (197)	100% (101)

5. Necessary to announce sexual orientation

Do you think it's necessary for professional sports players to make an announcement about their sexual orientation?

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Yes, I think it's necessary	9%	12%	10%	6%	7%	13%	16%	11%	7%	7%	8%	14%	8%
No, I don't think it's necessary	80%	71%	82%	86%	84%	72%	68%	79%	82%	80%	85%	78%	81%
Don't know	11%	17%	9%	8%	9%	15%	16%	10%	12%	13%	8%	8%	11%
Totals (Unweighted N)	100% (1,000)	100% (234)	100% (294)	100% (472)	100% (795)	100% (113)	100% (92)	100% (462)	100% (538)	100% (346)	100% (308)	100% (74)	100% (122)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Yes, I think it's necessary	9%	11%	8%	8%	9%	8%	9%	7%	14%
No, I don't think it's necessary	80%	81%	84%	76%	82%	78%	80%	86%	82%
Don't know	11%	9%	8%	16%	8%	14%	11%	6%	4%
Totals (Unweighted N)	100% (1,000)	100% (172)	100% (215)	100% (372)	100% (241)	100% (371)	100% (331)	100% (197)	100% (101)