

**1. Bryant Favorability**

Do you have a favorable or unfavorable opinion of Kobe Bryant?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	7%	6%	8%	7%	7%	7%	5%	4%	20%	9%	8%
Somewhat favorable	24%	28%	20%	20%	23%	25%	26%	21%	36%	31%	21%
Somewhat unfavorable	19%	20%	18%	17%	22%	18%	19%	17%	8%	26%	37%
Very unfavorable	9%	11%	8%	8%	9%	11%	9%	10%	10%	7%	6%
Not sure	41%	35%	47%	49%	39%	39%	40%	48%	27%	27%	27%
Totals (Unweighted N)	100% (998)	100% (491)	100% (507)	100% (159)	100% (242)	100% (404)	100% (193)	100% (701)	100% (123)	100% (105)	100% (69)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	7%	10%	5%	6%	10%	3%	3%	5%	7%	5%	9%	5%
Somewhat favorable	24%	33%	16%	28%	22%	25%	22%	29%	28%	15%	25%	25%
Somewhat unfavorable	19%	16%	20%	23%	16%	26%	27%	12%	13%	21%	21%	20%
Very unfavorable	9%	8%	10%	10%	9%	10%	14%	7%	10%	9%	7%	13%
Not sure	41%	34%	49%	33%	43%	37%	33%	47%	42%	50%	38%	37%
Totals (Unweighted N)	100% (998)	100% (374)	100% (404)	100% (220)	100% (437)	100% (288)	100% (130)	100% (143)	100% (217)	100% (224)	100% (374)	100% (183)

**2. Retirement Timing**

Do you think that Kobe Bryant is retiring too soon, too late or at the right time?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Too soon	2%	2%	2%	2%	4%	1%	0%	1%	6%	1%	4%
At the right time	38%	34%	42%	38%	33%	41%	42%	34%	61%	44%	31%
Too late	19%	27%	12%	14%	23%	19%	21%	19%	13%	26%	24%
Not sure	40%	37%	43%	46%	39%	39%	37%	46%	20%	29%	40%
Totals (Unweighted N)	100% (994)	100% (489)	100% (505)	100% (157)	100% (242)	100% (404)	100% (191)	100% (698)	100% (123)	100% (105)	100% (68)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Too soon	2%	3%	1%	2%	3%	2%	0%	0%	1%	5%	2%	1%
At the right time	38%	51%	32%	34%	43%	35%	31%	35%	42%	32%	45%	31%
Too late	19%	15%	20%	24%	16%	27%	29%	11%	16%	18%	17%	28%
Not sure	40%	31%	47%	39%	38%	36%	39%	53%	41%	45%	36%	41%
Totals (Unweighted N)	100% (994)	100% (374)	100% (402)	100% (218)	100% (436)	100% (287)	100% (130)	100% (141)	100% (214)	100% (224)	100% (373)	100% (183)

**3. Heard about Arrest**

How much did you hear about Kobe Bryant's arrest for sexual assault in 2003?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Heard a lot	20%	21%	19%	9%	23%	22%	25%	18%	32%	14%	27%
Heard a little	43%	49%	38%	38%	44%	46%	43%	43%	50%	47%	33%
Heard nothing at all	37%	31%	43%	54%	33%	31%	33%	39%	19%	39%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(487)	(506)	(159)	(237)	(405)	(192)	(699)	(121)	(103)	(70)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Heard a lot	20%	21%	17%	25%	16%	25%	25%	19%	12%	22%	22%	22%
Heard a little	43%	42%	44%	44%	46%	43%	52%	32%	46%	40%	44%	42%
Heard nothing at all	37%	37%	39%	30%	38%	32%	23%	49%	42%	38%	34%	36%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(371)	(403)	(219)	(436)	(286)	(129)	(142)	(217)	(223)	(373)	(180)

**4. Believe Allegations True**

In 2003, law enforcement officials in Colorado arrested Kobe Bryant after a hotel clerk accused him of sexual assault. In addition to the criminal proceedings, the hotel clerk also filed a civil lawsuit against Bryant. Eventually, the trial judge dismissed the criminal charges when hotel clerk told prosecutors she was unwilling to testify. Bryant and the hotel clerk later settled the civil lawsuit; the terms of the settlement were not made public. Do you personally believe the allegations against Kobe Bryant were...

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Definitely true	8%	9%	7%	4%	8%	9%	11%	7%	5%	10%	10%
Probably true	33%	35%	32%	27%	31%	35%	41%	37%	31%	23%	27%
Probably not true	15%	15%	14%	20%	11%	17%	10%	13%	19%	20%	13%
Definitely not true	3%	4%	3%	5%	4%	2%	2%	1%	13%	3%	6%
Not sure	41%	37%	44%	44%	46%	37%	36%	41%	33%	43%	44%
Totals (Unweighted N)	100% (996)	100% (489)	100% (507)	100% (159)	100% (240)	100% (404)	100% (193)	100% (699)	100% (122)	100% (105)	100% (70)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Definitely true	8%	6%	8%	11%	7%	10%	13%	4%	7%	7%	9%	7%
Probably true	33%	36%	31%	36%	32%	35%	47%	27%	34%	29%	34%	36%
Probably not true	15%	16%	13%	18%	17%	13%	10%	14%	17%	17%	14%	11%
Definitely not true	3%	5%	3%	2%	5%	3%	1%	2%	3%	3%	4%	3%
Not sure	41%	38%	46%	33%	39%	39%	29%	54%	39%	44%	38%	43%
Totals (Unweighted N)	100% (996)	100% (372)	100% (404)	100% (220)	100% (435)	100% (287)	100% (130)	100% (144)	100% (218)	100% (222)	100% (374)	100% (182)

**5. Fan of Basketball**

Do you follow on a regular basis and/or consider yourself to be a fan of the National Basketball Association (NBA)?

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	21%	28%	15%	17%	29%	20%	16%	16%	46%	26%	23%
No	79%	72%	85%	83%	71%	80%	84%	84%	54%	74%	77%
Totals (Unweighted N)	100% (1,000)	100% (491)	100% (509)	100% (159)	100% (242)	100% (405)	100% (194)	100% (702)	100% (123)	100% (105)	100% (70)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	21%	29%	15%	24%	21%	25%	28%	13%	20%	17%	24%	22%
No	79%	71%	85%	76%	79%	75%	72%	87%	80%	83%	76%	78%
Totals (Unweighted N)	100% (1,000)	100% (375)	100% (405)	100% (220)	100% (438)	100% (288)	100% (130)	100% (144)	100% (218)	100% (225)	100% (374)	100% (183)

<b>Interviewing Dates</b>	November 30 - December 3, 2015
<b>Target population</b>	U.S. adults, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
<b>Weighting</b>	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.127 to 4.197, with a mean of one and a standard deviation of 0.947.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4.3% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	20 questions not reported.