YouGov

May 20 - 23, 2016

1. Sports - interested in as a spectator

Which, if any, of the following sports are you interested in (for example - watch on TV, listen to on radio, attend in-person, follow on internet or social media)? Please select all that apply.

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
NFL	37%	46%	28%	20%	37%	42%	42%	38%	42%	37%	12%
MLB	22%	29%	16%	13%	23%	23%	29%	25%	9%	23%	16%
NBA	21%	26%	16%	22%	25%	20%	18%	16%	43%	33%	10%
WNBA	3%	4%	3%	3%	3%	2%	5%	1%	11%	6%	3%
NASCAR	16%	19%	13%	6%	20%	17%	19%	18%	8%	16%	10%
Indycar	5%	8%	3%	1%	8%	6%	6%	6%	5%	6%	2%
NHRA	4%	7%	2%	1%	3%	5%	7%	6%	−	2%	1%
Formula 1	5%	8%	3%	7%	4%	6%	3%	5%	2%	10%	4%
NHL	12%	15%	9%	13%	13%	13%	6%	14%	9%	9%	4%
Division I College Football	14%	19%	10%	10%	10%	17%	17%	16%	8%	11%	14%
Division I Men's College Basketball	10%	14%	6%	10%	8%	12%	10%	10%	15%	9%	7%
Division I Women's College Basketball	4%	5%	4%	4%	4%	5%	4%	3%	8%	4%	6%
College World Series Baseball	4%	6%	3%	3%	2%	7%	5%	5%	4%	5%	2%
ATP Men's Tennis	5%	7%	4%	9%	3%	5%	5%	5%	11%	1%	4%
WTA Women's Tennis	6%	6%	6%	5%	3%	9%	7%	4%	19%	3%	7%
UFC (i.e. Mixed Martial Arts)	6%	10%	4%	5%	10%	6%	5%	6%	4%	11%	7%
WWE (i.e. Wrestling)	8%	13%	4%	10%	13%	5%	7%	7%	14%	12%	2%
Extreme Action Sports (i.e. skateboarding, BMX, etc.)	3%	3%	2%	4%	5%	2%	0%	3%	3%	4%	−
Major League Soccer	5%	7%	3%	10%	5%	4%	3%	5%	6%	5%	2%
PGA Men's Golf Tour	8%	13%	4%	4%	5%	7%	18%	9%	6%	4%	11%
European Soccer	6%	9%	4%	14%	5%	5%	2%	5%	7%	14%	3%
LPGA Women's Golf Tour	2%	3%	2%	1%	1%	3%	4%	2%	4%	3%	2%
Central or South American Soccer	2%	2%	2%	4%	2%	1%	0%	1%	1%	7%	−

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	Total	Gender		continued from previous page Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Olympic Sports	20%	23%	18%	16%	18%	21%	25%	21%	17%	21%	16%
IMSA Sports Car Championship	1%	1%	0%	—	2%	1%	0%	1%	—	1%	—
Mexican Soccer	2%	2%	3%	4%	3%	2%	0%	1%	1%	14%	1%
eSports	1%	2%	0%	4%	0%	—	—	0%	3%	3%	1%
Other	4%	6%	3%	2%	4%	4%	6%	4%	7%	5%	4%
None of these	28%	20%	35%	34%	21%	28%	30%	30%	21%	20%	35%
Don't know	3%	2%	4%	2%	9%	2%	0%	2%	5%	1%	12%
Totals	(1,000)	(483)	(517)	(175)	(239)	(410)	(176)	(700)	(126)	(111)	(63)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
NFL	37%	35%	35%	41%	33%	41%	49%	31%	36%	35%	39%	34%
MLB	22%	24%	18%	26%	16%	33%	29%	21%	26%	24%	19%	22%
NBA	21%	26%	19%	19%	20%	23%	21%	21%	18%	17%	23%	23%
WNBA	3%	5%	3%	2%	5%	1%	3%	1%	3%	2%	3%	3%
NASCAR	16%	10%	17%	21%	19%	15%	12%	11%	19%	16%	17%	11%
Indycar	5%	5%	5%	6%	4%	8%	3%	6%	8%	3%	4%	6%
NHRA	4%	2%	5%	5%	3%	8%	3%	1%	8%	2%	3%	4%
Formula 1	5%	2%	7%	6%	2%	10%	3%	9%	10%	2%	4%	5%
NHL	12%	9%	11%	15%	8%	19%	17%	10%	20%	9%	10%	10%
Division I College Football	14%	13%	13%	18%	9%	23%	26%	11%	10%	15%	17%	14%
Division I Men's College Basketball	10%	11%	9%	11%	9%	13%	17%	6%	9%	10%	14%	7%
Division I Women's College Basketball	4%	6%	3%	5%	3%	9%	5%	2%	6%	2%	4%	4%
College World Series Baseball	4%	5%	4%	5%	3%	6%	7%	4%	6%	2%	6%	3%
ATP Men's Tennis	5%	7%	3%	6%	4%	7%	10%	4%	8%	2%	6%	4%
WTA Women's Tennis	6%	8%	4%	7%	6%	6%	6%	7%	8%	5%	6%	5%
UFC (i.e. Mixed Martial Arts)	6%	5%	7%	7%	6%	8%	9%	4%	9%	6%	5%	8%
WWE (i.e. Wrestling)	8%	6%	10%	8%	9%	9%	5%	7%	13%	6%	10%	4%

	Total	Party ID (3 category)			continued from previous page Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Extreme Action Sports (i.e. skateboarding, BMX, etc.)	3%	3%	2%	3%	2%	5%	2%	1%	5%	3%	1%	2%
Major League Soccer	5%	4%	7%	4%	4%	8%	9%	3%	9%	1%	5%	6%
PGA Men's Golf Tour	8%	8%	8%	10%	7%	11%	11%	9%	11%	9%	7%	7%
European Soccer	6%	6%	7%	5%	4%	8%	10%	7%	8%	2%	7%	6%
LPGA Women's Golf Tour	2%	4%	1%	3%	2%	4%	4%	1%	3%	3%	2%	2%
Central or South American Soccer	2%	1%	2%	1%	1%	2%	2%	3%	1%	1%	2%	2%
Olympic Sports	20%	22%	17%	23%	16%	27%	24%	22%	26%	14%	20%	21%
IMSA Sports Car Championship	1%	0%	0%	2%	0%	3%	0%	—	2%	0%	0%	1%
Mexican Soccer	2%	4%	2%	1%	2%	2%	4%	2%	1%	1%	2%	5%
eSports	1%	2%	1%	—	2%	0%	—	0%	0%	0%	2%	1%
Other	4%	6%	4%	2%	4%	3%	5%	6%	4%	3%	3%	8%
None of these	28%	27%	31%	24%	32%	22%	22%	28%	28%	30%	27%	28%
Don't know	3%	3%	4%	2%	3%	3%	—	5%	0%	3%	5%	3%
Totals	(1,000)	(352)	(384)	(264)	(470)	(254)	(127)	(149)	(185)	(243)	(349)	(223)

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2. Advertising Likeability

Do you generally like or dislike advertising?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Like a lot	5%	4%	6%	5%	5%	6%	4%	3%	12%	8%	4%
Like a little	29%	28%	30%	29%	37%	26%	28%	23%	51%	43%	30%
Dislike a little	33%	34%	31%	36%	25%	37%	32%	37%	16%	26%	31%
Dislike a lot	28%	29%	28%	26%	24%	27%	37%	33%	15%	19%	28%
Not sure	4%	4%	5%	5%	9%	4%	—	4%	6%	5%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(482)	(514)	(174)	(237)	(409)	(176)	(698)	(126)	(110)	(62)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Like a lot	5%	8%	3%	4%	6%	4%	4%	4%	3%	4%	7%	4%
Like a little	29%	37%	25%	27%	31%	28%	30%	26%	34%	21%	30%	33%
Dislike a little	33%	21%	38%	38%	33%	34%	39%	23%	29%	41%	31%	31%
Dislike a lot	28%	30%	28%	27%	25%	30%	23%	40%	31%	29%	26%	29%
Not sure	4%	4%	6%	3%	5%	3%	4%	7%	2%	4%	6%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(351)	(381)	(264)	(467)	(254)	(127)	(148)	(185)	(243)	(347)	(221)

3. Advertising in Professional Sports

Do you think that there is too much or too little advertising in professional sport?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Too much	55%	57%	54%	41%	47%	62%	67%	63%	34%	42%	43%
About the right amount	25%	29%	21%	40%	29%	19%	17%	20%	38%	43%	26%
Too little	3%	3%	3%	3%	6%	2%	—	1%	11%	5%	6%
Not sure	17%	11%	22%	17%	17%	17%	16%	17%	18%	10%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(482)	(515)	(174)	(237)	(410)	(176)	(699)	(125)	(110)	(63)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Too much	55%	50%	58%	58%	52%	65%	58%	50%	57%	58%	58%	47%
About the right amount	25%	29%	22%	26%	26%	22%	24%	28%	25%	24%	25%	27%
Too little	3%	6%	1%	2%	4%	1%	1%	2%	1%	2%	3%	5%
Not sure	17%	16%	19%	14%	18%	12%	17%	21%	17%	17%	14%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(349)	(384)	(264)	(467)	(254)	(127)	(149)	(184)	(243)	(348)	(222)

4. Advertising on Jerseys

Do you think it is a good idea or a bad idea for sports teams to accept advertising from team sponsors on their jerseys?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Good idea	33%	33%	33%	49%	32%	30%	25%	30%	48%	42%	24%
Bad idea	34%	41%	27%	21%	35%	34%	44%	38%	21%	23%	38%
Not sure	33%	26%	40%	30%	33%	36%	31%	32%	32%	35%	39%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(483)	(514)	(175)	(238)	(408)	(176)	(699)	(125)	(110)	(63)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Good idea	33%	35%	29%	36%	36%	31%	29%	27%	30%	34%	38%	26%
Bad idea	34%	35%	35%	31%	30%	41%	42%	32%	34%	35%	29%	41%
Not sure	33%	30%	36%	32%	34%	28%	29%	41%	36%	31%	33%	32%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(350)	(383)	(264)	(467)	(254)	(127)	(149)	(184)	(243)	(348)	(222)

5. Lower Ticket Prices
Would you think that advertising on team jerseys is a good idea or a bad idea if the sponsorship revenue went towards lowering ticket prices for games?
Asked of those who think advertising on jerseys is a bad idea or are not sure

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Good idea	41%	42%	40%	38%	36%	47%	38%	42%	44%	45%	30%
Bad idea	26%	31%	20%	22%	29%	23%	28%	26%	19%	24%	35%
Not sure	33%	27%	40%	40%	35%	30%	33%	33%	37%	32%	35%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(685)	(336)	(349)	(98)	(157)	(292)	(138)	(504)	(72)	(60)	(49)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Good idea	41%	42%	42%	38%	39%	48%	48%	33%	50%	39%	36%	42%
Bad idea	26%	29%	23%	26%	26%	23%	29%	28%	20%	29%	25%	28%
Not sure	33%	28%	36%	35%	36%	30%	24%	39%	30%	31%	39%	30%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(685)	(235)	(274)	(176)	(306)	(180)	(91)	(108)	(130)	(169)	(229)	(157)

Interviewing Dates	May 20 - 23, 2016
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.135 to 6.139, with a mean of one and a standard deviation of 0.808.
Number of respondents	1000
Margin of error	$\pm$ 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.