

Omnibus Poll

May 17 - 18, 2013



1. Which soccer players heard of

Which of the following people have you heard of? Mark as many as apply.

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
David Beckham	73%	75%	71%	79%	72%	74%	65%	68%	74%	77%	75%	54%
Cristiano Ronaldo	21%	32%	11%	35%	29%	14%	8%	24%	21%	17%	20%	29%
Lionel Messi	11%	18%	5%	17%	14%	8%	5%	13%	12%	6%	11%	13%
Sergio Aguero	6%	5%	6%	5%	4%	4%	11%	7%	4%	6%	6%	6%
Wayne Rooney	11%	15%	7%	19%	12%	8%	9%	12%	10%	12%	10%	20%
I have heard of none of these people	23%	20%	26%	18%	20%	25%	29%	22%	25%	22%	21%	39%
Totals	(1,000)	(480)	(520)	(202)	(277)	(366)	(154)	(329)	(431)	(240)	(898)	(102)

	Total	Race			Education				
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad
David Beckham	73%	76%	66%	65%	53%	67%	78%	84%	79%
Cristiano Ronaldo	21%	15%	14%	48%	44%	16%	22%	23%	19%
Lionel Messi	11%	9%	8%	22%	12%	7%	15%	10%	13%
Sergio Aguero	6%	5%	7%	9%	16%	4%	6%	4%	3%
Wayne Rooney	11%	11%	6%	15%	17%	7%	15%	11%	12%
I have heard of none of these people	23%	23%	30%	20%	25%	30%	20%	15%	21%
Totals	(1,000)	(791)	(107)	(102)	(39)	(340)	(340)	(185)	(96)

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2. Comparative popularity of soccer

Compared with ten years ago, would you say that professional soccer in the United States is more popular today, less popular today, or is about the same in popularity today?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Much more popular	16%	13%	19%	8%	12%	17%	27%	18%	17%	11%	16%	12%
A little more popular	31%	36%	27%	29%	30%	34%	31%	31%	30%	35%	32%	27%
About the same in popularity	26%	28%	25%	30%	28%	26%	21%	27%	23%	31%	27%	23%
A little less popular	3%	2%	4%	5%	2%	4%	0%	3%	2%	4%	3%	2%
A lot less popular	2%	2%	2%	4%	0%	3%	2%	1%	2%	3%	2%	1%
Not sure	21%	18%	24%	25%	28%	16%	19%	19%	26%	16%	19%	35%
Totals (Unweighted N)	100% (1,000)	100% (480)	100% (520)	100% (202)	100% (277)	100% (366)	100% (154)	100% (329)	100% (431)	100% (240)	100% (898)	100% (102)

	Total	Race			Education					
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	
Much more popular	16%	14%	26%	16%	3%	16%	16%	17%	21%	
A little more popular	31%	32%	23%	34%	46%	23%	33%	41%	35%	
About the same in popularity	26%	27%	22%	27%	12%	29%	28%	24%	27%	
A little less popular	3%	3%	1%	3%	3%	3%	3%	2%	2%	
A lot less popular	2%	3%	1%	0%	—	2%	4%	3%	—	
Not sure	21%	21%	27%	19%	36%	26%	17%	13%	16%	
Totals (Unweighted N)	100% (1,000)	100% (791)	100% (107)	100% (102)	100% (39)	100% (340)	100% (340)	100% (185)	100% (96)	