

Sample 1000 Adult Interviews
Conducted November 30 - December 3, 2015
Margin of Error ±4.3%

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

Very favorable	7%
Somewhat favorable	24%
Somewhat unfavorable	19%
Very unfavorable	9%
Not sure	41%

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

Too soon	2%
At the right time	38%
Too late	19%
Not sure	40%

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

Heard a lot	20%
Heard a little	43%
Heard nothing at all	37%

4. 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...

Definitely true	8%
Probably true	33%
Probably not true	15%
Definitely not true	3%
Not sure	41%

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

Yes	21%
No	79%

Interviewing Dates	November 30 - December 3, 2015
Target population	U.S. adults, aged 18 and over.
Sampling method	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.
Weighting	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.
Number of respondents	1000
Margin of error	± 4.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.