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1. Are you a fan of professional basketball, or not?

	Gender			Age			Household Income		Region				Basketball		Baseball	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1006	457	549	295	346	365	406	600	202	197	389	218	437	569	544	462
Base: All Respondents (wtd)	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
Fan (Net)	479	273	206	185	172	121	185	294	85	78	180	136	479	-	381	98
	48%	56%	40%	62%	49%	34%	48%	48%	47%	37%	48%	57%	100%	-	69%	22%
		B		DE	E						I	I	M		O	
Yes, a fan	247	174	73	107	88	52	97	151	49	45	85	69	247	-	209	38
	25%	36%	14%	36%	25%	14%	25%	24%	27%	21%	23%	29%	52%	-	38%	8%
		B		DE	E								M		O	
Somewhat of a fan	232	99	133	78	84	70	88	143	36	33	95	67	232	-	172	60
	23%	20%	26%	26%	24%	20%	23%	23%	20%	16%	25%	28%	48%	-	31%	13%
											I	I	M		O	
No, not a fan	527	212	315	113	179	236	204	323	96	135	196	101	-	527	171	356
	52%	44%	60%	38%	51%	66%	52%	52%	53%	63%	52%	43%	-	100%	31%	78%
			A		C	CD				JK				L		N
Sigma	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

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1. Are you a fan of professional basketball, or not?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	296	710	563	443	443	108	244	211	557	449	820	186
Base: All Respondents (wtd)	1006	311	695	541	465	470	101	237	199	559	447	733	273
Fan (Net)	479	190	289	237	242	266	48	106	58	259	220	307	172
	48%	61%	42%	44%	52%	57%	48%	45%	29%	46%	49%	42%	63%
		B			C	GH	H*	H					K
Yes, a fan	247	120	128	119	128	139	31	50	27	145	102	151	96
	25%	39%	18%	22%	28%	30%	31%	21%	14%	26%	23%	21%	35%
		B				GH	H*						K
Somewhat of a fan	232	70	161	118	113	126	17	57	31	114	118	156	75
	23%	23%	23%	22%	24%	27%	17%	24%	16%	20%	26%	21%	28%
						H	*						
No, not a fan	527	121	407	303	224	204	53	130	141	301	226	426	101
	52%	39%	58%	56%	48%	43%	52%	55%	71%	54%	51%	58%	37%
			A	D			*	E	EFG			L	
Sigma	1006	311	695	541	465	470	101	237	199	559	447	733	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
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Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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2. In your opinion, who is the greatest NBA player of all time?

		Gender		Age			Household Income		Region				Basketball		Baseball	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1006	457	549	295	346	365	406	600	202	197	389	218	437	569	544	462
Base: All Respondents (wtd)	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
Michael Jordan	465	242	224	157	171	138	185	280	77	100	178	111	259	206	286	179
	46%	50%	43%	53%	49%	39%	48%	45%	43%	47%	47%	47%	54%	39%	52%	39%
				E	E								M		O	
Wilt Chamberlain	75	33	42	4	20	51	27	48	10	21	22	21	24	51	37	38
	7%	7%	8%	1%	6%	14%	7%	8%	5%	10%	6%	9%	5%	10%	7%	8%
				C	CD									L		
LeBron James	64	33	31	36	16	13	26	39	7	11	27	19	33	31	42	22
	6%	7%	6%	12%	5%	4%	7%	6%	4%	5%	7%	8%	7%	6%	8%	5%
				DE												
Magic Johnson	53	20	33	11	19	23	22	31	12	9	17	15	24	29	26	27
	5%	4%	6%	4%	6%	6%	6%	5%	7%	4%	5%	6%	5%	6%	5%	6%
Larry Bird	53	29	23	6	25	22	14	39	19	11	15	8	20	33	29	23
	5%	6%	4%	2%	7%	6%	4%	6%	11%	5%	4%	3%	4%	6%	5%	5%
				C	C				JK							
Stephen Curry	48	18	30	18	16	14	14	35	7	5	19	17	37	11	26	22
	5%	4%	6%	6%	5%	4%	4%	6%	4%	2%	5%	7%	8%	2%	5%	5%
													I	M		
Kareem Abdul-Jabbar	45	29	17	9	22	15	15	30	8	13	14	10	19	26	29	17
	5%	6%	3%	3%	6%	4%	4%	5%	5%	6%	4%	4%	4%	5%	5%	4%
Shaquille O'Neal	31	13	18	13	9	9	22	9	6	4	11	10	9	22	11	20
	3%	3%	4%	4%	2%	3%	6%	2%	3%	2%	3%	4%	2%	4%	2%	4%
							G									
Bill Russell	22	13	9	3	8	11	7	15	4	3	10	5	16	6	18	4
	2%	3%	2%	1%	2%	3%	2%	2%	2%	2%	3%	2%	3%	1%	3%	1%
													M		O	
Tim Duncan	13	4	9	4	4	6	2	11	2	-	11	1	12	1	10	4
	1%	1%	2%	1%	1%	2%	1%	2%	1%	-	3%	*	3%	*	2%	1%
											IK		M			
Hakeem Olajuwon	5	2	3	1	1	2	3	2	*	1	3	-	*	4	3	1
	*	*	1%	*	*	1%	1%	*	*	*	1%	-	*	1%	1%	*
Other	131	49	81	37	40	54	52	79	26	35	50	19	24	106	34	97
	13%	10%	16%	12%	11%	15%	13%	13%	15%	16%	13%	8%	5%	20%	6%	21%
			A							K				L		N
Sigma	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
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Minimum Base: 30 (**), Small Base: 100 (*)

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2. In your opinion, who is the greatest NBA player of all time?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	296	710	563	443	443	108	244	211	557	449	820	186
Base: All Respondents (wtd)	1006	311	695	541	465	470	101	237	199	559	447	733	273
Michael Jordan	465	165	300	246	220	254	43	97	72	252	213	328	137
	46%	53%	43%	45%	47%	54%	42%	41%	36%	45%	48%	45%	50%
		B				GH	*						
Wilt Chamberlain	75	7	68	40	35	31	3	17	24	36	38	60	14
	7%	2%	10%	7%	7%	7%	3%	7%	12%	7%	9%	8%	5%
			A				*		EF				
LeBron James	64	20	45	33	31	30	6	16	12	32	33	45	19
	6%	6%	6%	6%	7%	6%	6%	7%	6%	6%	7%	6%	7%
							*						
Magic Johnson	53	16	37	25	28	24	7	9	13	31	22	45	8
	5%	5%	5%	5%	6%	5%	7%	4%	6%	6%	5%	6%	3%
							*						
Larry Bird	53	20	32	28	25	23	9	6	15	41	12	41	12
	5%	7%	5%	5%	5%	5%	9%	2%	7%	7%	3%	6%	4%
							G*		G	J			
Stephen Curry	48	17	31	19	29	18	5	13	12	24	24	28	21
	5%	6%	4%	4%	6%	4%	5%	6%	6%	4%	5%	4%	8%
							*						
Kareem Abdul-Jabbar	45	21	25	29	16	28	2	8	8	28	17	36	9
	5%	7%	4%	5%	3%	6%	2%	3%	4%	5%	4%	5%	3%
							*						
Shaquille O'Neal	31	8	23	21	10	8	5	10	8	13	18	25	6
	3%	2%	3%	4%	2%	2%	5%	4%	4%	2%	4%	3%	2%
							*						
Bill Russell	22	3	19	11	12	8	-	8	7	13	9	14	8
	2%	1%	3%	2%	2%	2%	-	3%	3%	2%	2%	2%	3%
							*						
Tim Duncan	13	5	9	7	7	3	3	7	1	12	1	13	*
	1%	1%	1%	1%	1%	1%	3%	3%	*	2%	*	2%	*
							*	E		J			
Hakeem Olajuwon	5	2	2	3	2	2	-	1	1	2	2	3	1
	*	1%	*	1%	*	1%	-	*	1%	*	*	*	1%
							*						
Other	131	27	104	79	52	41	18	44	27	75	56	95	36
	13%	9%	15%	15%	11%	9%	18%	19%	14%	13%	13%	13%	13%
			A				E*	E					
Sigma	1006	311	695	541	465	470	101	237	199	559	447	733	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

3. Overall, which NBA team is the greatest team of all time?

	Gender			Age			Household Income		Region				Basketball		Baseball	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1006	457	549	295	346	365	406	600	202	197	389	218	437	569	544	462
Base: All Respondents (wtd)	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
Chicago Bulls (1995-1996)	411	243	168	132	164	116	164	247	65	97	154	95	228	184	256	155
	41%	50%	32%	44%	47%	32%	42%	40%	36%	46%	41%	40%	48%	35%	46%	34%
		B		E	E								M		O	
Los Angeles Lakers (2008-2009)	158	61	97	54	50	53	76	82	25	31	52	49	94	63	84	74
	16%	13%	19%	18%	14%	15%	19%	13%	14%	14%	14%	21%	20%	12%	15%	16%
			A				G						M			
Boston Celtics (1985-1986)	135	70	65	22	37	76	34	101	41	23	47	24	55	80	84	51
	13%	15%	12%	7%	11%	21%	9%	16%	23%	11%	12%	10%	12%	15%	15%	11%
						CD		F	IJK							
Golden State Warriors (2014-2015)	77	37	40	43	17	17	28	49	11	14	27	26	63	14	61	16
	8%	8%	8%	14%	5%	5%	7%	8%	6%	6%	7%	11%	13%	3%	11%	4%
				DE									M		O	
Other	224	73	151	47	82	96	88	137	39	48	95	43	38	187	67	158
	22%	15%	29%	16%	23%	27%	23%	22%	21%	23%	25%	18%	8%	35%	12%	35%
			A		C	C								L		N
Sigma	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

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3. Overall, which NBA team is the greatest team of all time?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	296	710	563	443	443	108	244	211	557	449	820	186
Base: All Respondents (wtd)	1006	311	695	541	465	470	101	237	199	559	447	733	273
Chicago Bulls (1995-1996)	411	156	256	213	199	229	38	80	64	226	185	280	131
	41%	50%	37%	39%	43%	49%	38%	34%	32%	40%	41%	38%	48%
		B				GH	*						K
Los Angeles Lakers (2008-2009)	158	41	117	86	72	59	10	58	30	71	87	96	62
	16%	13%	17%	16%	15%	13%	10%	25%	15%	13%	19%	13%	23%
							*	EFH			I		K
Boston Celtics (1985-1986)	135	25	110	67	69	52	13	20	51	84	51	125	10
	13%	8%	16%	12%	15%	11%	13%	8%	26%	15%	12%	17%	4%
			A				*		EFG			L	
Golden State Warriors (2014-2015)	77	37	40	45	32	42	8	18	9	41	36	52	25
	8%	12%	6%	8%	7%	9%	8%	7%	5%	7%	8%	7%	9%
		B					*						
Other	224	52	172	130	94	87	31	61	45	137	88	180	44
	22%	17%	25%	24%	20%	19%	31%	26%	23%	24%	20%	25%	16%
			A				E*					L	
Sigma	1006	311	695	541	465	470	101	237	199	559	447	733	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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4. Are you a fan of professional baseball, or not?

		Gender		Age			Household Income		Region				Basketball		Baseball	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1006	457	549	295	346	365	406	600	202	197	389	218	437	569	544	462
Base: All Respondents (wtd)	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
Fan (Net)	552	324	228	177	193	182	182	370	114	115	175	148	381	171	552	-
	55%	67%	44%	59%	55%	51%	47%	60%	63%	54%	46%	63%	80%	32%	100%	-
		B						F	J			J	M		O	
Yes, a fan	301	201	100	101	112	88	96	205	75	66	90	70	221	80	301	-
	30%	41%	19%	34%	32%	25%	25%	33%	42%	31%	24%	30%	46%	15%	55%	-
		B		E				F	JK				M		O	
Somewhat of a fan	251	123	128	76	82	94	85	166	39	49	85	78	160	91	251	-
	25%	25%	25%	25%	23%	26%	22%	27%	22%	23%	23%	33%	33%	17%	45%	-
												HJ	M		O	
No, not a fan	454	161	293	121	158	175	208	246	66	98	201	88	98	356	-	454
	45%	33%	56%	41%	45%	49%	53%	40%	37%	46%	54%	37%	20%	68%	-	100%
		A					G				HK			L		N
Sigma	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

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4. Are you a fan of professional baseball, or not?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	296	710	563	443	443	108	244	211	557	449	820	186
Base: All Respondents (wtd)	1006	311	695	541	465	470	101	237	199	559	447	733	273
Fan (Net)	552	195	357	273	279	304	54	99	96	328	224	422	130
	55%	63%	51%	50%	60%	65%	53%	42%	48%	59%	50%	58%	48%
		B			C	FGH	*			J		L	
Yes, a fan	301	117	184	151	150	177	34	42	47	188	113	234	66
	30%	38%	26%	28%	32%	38%	34%	18%	24%	34%	25%	32%	24%
		B				GH	G*			J			
Somewhat of a fan	251	78	173	122	129	127	20	56	48	140	111	187	64
	25%	25%	25%	23%	28%	27%	19%	24%	24%	25%	25%	26%	23%
							*						
No, not a fan	454	115	339	268	186	166	47	138	103	231	223	311	143
	45%	37%	49%	50%	40%	35%	47%	58%	52%	41%	50%	42%	52%
			A	D			E*	E	E		I		K
Sigma	1006	311	695	541	465	470	101	237	199	559	447	733	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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5. Do you believe that the Chicago Cubs will win the 2016 World Series?

	Gender			Age			Household Income		Region				Basketball		Baseball	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Baseball Fan (unwtd)	544	298	246	173	189	182	183	361	129	103	183	129	350	194	544	-
Base: Baseball Fan (wtd)	552	324	228	177	193	182	182	370	114	115	175	148	381	171	552	-
Yes	143	102	41	67	42	35	43	100	31	35	52	25	118	25	143	-
	26%	31%	18%	38%	22%	19%	23%	27%	27%	30%	29%	17%	31%	14%	26%	-
		B		DE					*	K*	K	*	M			
No	256	155	101	82	96	77	79	177	52	59	70	74	161	95	256	-
	46%	48%	44%	46%	50%	43%	44%	48%	46%	52%	40%	50%	42%	56%	46%	-
									*	*		*		L		
Don't know	153	68	85	28	55	70	60	93	31	21	53	48	102	51	153	-
	28%	21%	37%	16%	28%	38%	33%	25%	27%	18%	31%	33%	27%	30%	28%	-
			A		C				*	*	I	I*				
Sigma	552	324	228	177	193	182	182	370	114	115	175	148	381	171	552	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

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5. Do you believe that the Chicago Cubs will win the 2016 World Series?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Baseball Fan (unwtd)	544	183	361	267	277	294	53	96	101	325	219	461	83
Base: Baseball Fan (wtd)	552	195	357	273	279	304	54	99	96	328	224	422	130
Yes	143	73	70	62	81	85	22	15	21	103	40	113	30
	26%	38%	20%	23%	29%	28%	41%	15%	22%	31%	18%	27%	23%
		B				G	GH*	*	*	J			*
No	256	79	177	119	136	146	23	48	38	145	111	194	62
	46%	41%	50%	44%	49%	48%	43%	49%	40%	44%	50%	46%	48%
							*	*	*				*
Don't know	153	43	110	91	62	73	9	35	36	81	73	114	39
	28%	22%	31%	33%	22%	24%	16%	36%	38%	25%	32%	27%	30%
				D			*	F*	EF*				*
Sigma	552	195	357	273	279	304	54	99	96	328	224	422	130
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
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6. Do you want the Chicago Cubs to win the 2016 World Series?

	Gender			Age			Household Income		Region				Basketball		Baseball	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Baseball Fan (unwtd)	544	298	246	173	189	182	183	361	129	103	183	129	350	194	544	-
Base: Baseball Fan (wtd)	552	324	228	177	193	182	182	370	114	115	175	148	381	171	552	-
Yes	205	140	65	72	65	67	51	154	48	53	61	43	158	47	205	-
	37%	43%	28%	41%	34%	37%	28%	41%	42%	46%	35%	29%	41%	28%	37%	-
		B					F		*	K*		*	M			
No	242	138	104	79	96	67	87	155	44	50	79	70	152	90	242	-
	44%	43%	46%	45%	50%	37%	48%	42%	38%	44%	45%	47%	40%	53%	44%	-
					E				*	*		*		L		
Don't know	105	45	60	25	32	47	43	61	23	12	35	35	71	34	105	-
	19%	14%	26%	14%	17%	26%	24%	17%	20%	10%	20%	24%	19%	20%	19%	-
			A			C			*	*		I*				
Sigma	552	324	228	177	193	182	182	370	114	115	175	148	381	171	552	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

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6. Do you want the Chicago Cubs to win the 2016 World Series?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Baseball Fan (unwtd)	544	183	361	267	277	294	53	96	101	325	219	461	83
Base: Baseball Fan (wtd)	552	195	357	273	279	304	54	99	96	328	224	422	130
Yes	205	86	119	78	127	125	17	24	39	145	60	161	44
	37%	44%	33%	28%	46%	41%	32%	24%	41%	44%	27%	38%	34%
		B			C	G	*	*	G*	J			*
No	242	82	161	134	109	128	29	47	39	128	114	185	57
	44%	42%	45%	49%	39%	42%	54%	47%	40%	39%	51%	44%	44%
				D			*	*	*		I		*
Don't know	105	28	77	61	43	51	8	28	18	56	49	76	28
	19%	14%	22%	22%	16%	17%	14%	29%	19%	17%	22%	18%	22%
							*	E*	*				*
Sigma	552	195	357	273	279	304	54	99	96	328	224	422	130
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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Household Income

		Gender		Age			Household Income		Region				Basketball		Baseball	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1006	457	549	295	346	365	406	600	202	197	389	218	437	569	544	462
Base: All Respondents (wtd)	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
Under \$15K	104	35	69	49	32	23	104	-	18	15	38	33	56	48	43	61
	10%	7%	13%	16%	9%	7%	27%	-	10%	7%	10%	14%	12%	9%	8%	13%
			A	DE			G									N
\$15K to less than \$20K	30	13	16	10	8	12	30	-	6	9	11	3	14	15	16	14
	3%	3%	3%	4%	2%	3%	8%	-	3%	4%	3%	1%	3%	3%	3%	3%
							G									
\$20K to less than \$25K	36	15	21	16	8	11	36	-	5	11	12	7	20	15	20	16
	4%	3%	4%	6%	2%	3%	9%	-	3%	5%	3%	3%	4%	3%	4%	3%
							G									
\$25K to less than \$30K	45	19	27	13	17	15	45	-	2	14	15	15	20	25	20	25
	4%	4%	5%	4%	5%	4%	12%	-	1%	7%	4%	6%	4%	5%	4%	6%
							G			H		H				
\$30K to less than \$40K	92	39	53	25	30	37	92	-	9	25	45	13	34	58	43	49
	9%	8%	10%	8%	9%	10%	24%	-	5%	12%	12%	5%	7%	11%	8%	11%
							G			H	HK					
\$40K to less than \$50K	82	29	53	24	27	31	82	-	16	14	34	19	39	43	39	43
	8%	6%	10%	8%	8%	9%	21%	-	9%	7%	9%	8%	8%	8%	7%	10%
			A				G									
\$50K to less than \$75K	188	91	97	53	72	63	-	188	33	37	76	42	90	98	107	81
	19%	19%	19%	18%	21%	18%	-	30%	18%	17%	20%	18%	19%	19%	19%	18%
								F								
\$75K to less than \$100K	139	75	63	38	53	47	-	139	27	26	46	39	68	71	82	56
	14%	16%	12%	13%	15%	13%	-	22%	15%	12%	12%	16%	14%	13%	15%	12%
								F								
\$100K to less than \$150K	196	113	83	38	68	89	-	196	50	41	66	39	88	108	121	75
	19%	23%	16%	13%	20%	25%	-	32%	28%	19%	18%	16%	18%	21%	22%	17%
		B				C		F	JK							
\$150K or more	94	56	38	31	35	29	-	94	15	20	33	26	49	46	60	34
	9%	12%	7%	10%	10%	8%	-	15%	8%	10%	9%	11%	10%	9%	11%	8%
		B						F								
Sigma	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Under \$50K	389	150	239	139	122	129	389	-	55	89	155	91	185	204	182	208
	39%	31%	46%	46%	35%	36%	100%	-	30%	42%	41%	38%	39%	39%	33%	46%
			A	DE			G			H	H					N
\$50K +	617	335	281	160	229	228	-	617	125	124	221	146	294	323	370	246
	61%	69%	54%	54%	65%	64%	-	100%	70%	58%	59%	62%	61%	61%	67%	54%
		B			C	C		F	IJ						O	
Mean (,000)	77.7	88	68.1	72.3	79.3	80.6	26.5	110	86.2	76.5	74	78.2	78.8	76.7	84.6	69.4
		B						F	J						O	
	59.97	64.15	54.1	67.65	55.47	57.2	14.27	55.13	61.83	58.49	57.73	62.98	62.84	57.27	61.42	57.12
STD. DEV.																
STD. ERR.	1.89	2.91	2.37	3.92	2.96	3.03	0.72	2.22	4.6	4.01	2.98	4.1	2.87	2.49	2.61	2.68

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

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Household Income

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	296	710	563	443	443	108	244	211	557	449	820	186
Base: All Respondents (wtd)	1006	311	695	541	465	470	101	237	199	559	447	733	273
Under \$15K	104	21	83	95	9	10	14	65	15	8	96	46	58
	10%	7%	12%	18%	2%	2%	14%	28%	7%	1%	22%	6%	21%
			A	D			E*	EFH	E		I		K
\$15K to less than \$20K	30	7	23	23	7	5	4	10	11	10	20	10	19
	3%	2%	3%	4%	1%	1%	4%	4%	5%	2%	4%	1%	7%
				D			*	E	E		I		K
\$20K to less than \$25K	36	8	28	28	8	10	8	8	9	8	28	22	13
	4%	2%	4%	5%	2%	2%	8%	3%	5%	1%	6%	3%	5%
				D			E*				I		
\$25K to less than \$30K	45	15	30	41	4	12	1	21	11	13	33	32	13
	4%	5%	4%	8%	1%	3%	1%	9%	6%	2%	7%	4%	5%
				D			*	EF			I		
\$30K to less than \$40K	92	24	69	58	34	34	13	23	23	40	52	70	22
	9%	8%	10%	11%	7%	7%	13%	10%	11%	7%	12%	10%	8%
							*				I		
\$40K to less than \$50K	82	19	64	54	28	38	4	22	18	38	45	55	28
	8%	6%	9%	10%	6%	8%	4%	9%	9%	7%	10%	7%	10%
				D			*						
\$50K to less than \$75K	188	57	131	100	88	98	13	38	39	114	74	140	48
	19%	18%	19%	18%	19%	21%	13%	16%	20%	20%	16%	19%	17%
							*						
\$75K to less than \$100K	139	51	88	57	81	74	17	19	29	96	42	114	25
	14%	16%	13%	11%	17%	16%	17%	8%	14%	17%	9%	15%	9%
					C	G	G*			J			
\$100K to less than \$150K	196	68	128	58	138	128	13	20	35	160	36	164	32
	19%	22%	18%	11%	30%	27%	13%	8%	18%	29%	8%	22%	12%
					C	FGH	*		G	J		L	
\$150K or more	94	43	52	26	69	60	14	10	10	73	22	80	15
	9%	14%	7%	5%	15%	13%	14%	4%	5%	13%	5%	11%	5%
		B			C	GH	GH*			J		L	
Sigma	1006	311	695	541	465	470	101	237	199	559	447	733	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Under \$50K	389	93	296	299	90	109	44	150	86	116	273	236	154
	39%	30%	43%	55%	19%	23%	44%	63%	43%	21%	61%	32%	56%
			A	D			E*	EFH	E		I		K
\$50K +	617	218	399	241	376	360	57	87	112	444	173	497	119
	61%	70%	57%	45%	81%	77%	56%	37%	57%	79%	39%	68%	44%
		B			C	FGH	G*		G	J		L	
Mean (,000)	77.7	89.8	72.3	58.4	100.2	94.5	80.3	51.1	68.3	97.8	52.6	85.8	55.9
		B			C	GH	G*		G	J		L	
STD. DEV.	59.97	64.21	57.19	52.68	60.15	58.6	72.1	53.91	49.39	59.29	50.66	61.17	50.61
STD. ERR.	1.89	3.64	2.17	2.27	2.79	2.7	7.17	3.51	3.5	2.51	2.4	2.26	3.06

Statistics:
Overlap formula used

- Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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Gender

	Gender			Age			Household Income		Region				Basketball		Baseball	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1006	457	549	295	346	365	406	600	202	197	389	218	437	569	544	462
Base: All Respondents (wtd)	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
Male	485	485	-	149	172	164	150	335	101	116	160	108	273	212	324	161
	48%	100%	-	50%	49%	46%	38%	54%	56%	54%	43%	46%	57%	40%	59%	36%
		B						F	J	J			M		O	
Female	521	-	521	149	179	193	239	281	80	98	216	128	206	315	228	293
	52%	-	100%	50%	51%	54%	62%	46%	44%	46%	57%	54%	43%	60%	41%	64%
			A				G				HI			L		N
Sigma	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

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Gender

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	296	710	563	443	443	108	244	211	557	449	820	186
Base: All Respondents (wtd)	1006	311	695	541	465	470	101	237	199	559	447	733	273
Male	485	170	315	228	258	274	37	69	105	284	201	357	128
	48%	55%	45%	42%	55%	58%	37%	29%	53%	51%	45%	49%	47%
		B			C	FG	*		FG				
Female	521	140	381	313	208	195	64	168	94	275	246	376	145
	52%	45%	55%	58%	45%	42%	63%	71%	47%	49%	55%	51%	53%
			A	D			EH*	EH					
Sigma	1006	311	695	541	465	470	101	237	199	559	447	733	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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Age

	Total	Gender		Age			Household Income		Region				Basketball		Baseball	
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1006	457	549	295	346	365	406	600	202	197	389	218	437	569	544	462
Base: All Respondents (wtd)	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
18 - 34 (Net)	298	149	149	298	-	-	139	160	66	48	110	74	185	113	177	121
	30%	31%	29%	100%	-	-	36%	26%	37%	23%	29%	31%	39%	21%	32%	27%
				DE			G		I				M			
18 - 24	110	51	59	110	-	-	73	36	27	18	33	31	62	48	54	55
	11%	11%	11%	37%	-	-	19%	6%	15%	8%	9%	13%	13%	9%	10%	12%
				DE			G		J							
25 - 34	189	98	90	189	-	-	65	123	39	30	77	43	124	65	123	66
	19%	20%	17%	63%	-	-	17%	20%	21%	14%	20%	18%	26%	12%	22%	15%
				DE									M		O	
35 - 54 (Net)	351	172	179	-	351	-	122	229	60	81	127	83	172	179	193	158
	35%	35%	34%	-	100%	-	31%	37%	33%	38%	34%	35%	36%	34%	35%	35%
					CE											
35 - 44	169	81	87	-	169	-	50	118	27	35	60	47	97	72	104	64
	17%	17%	17%	-	48%	-	13%	19%	15%	16%	16%	20%	20%	14%	19%	14%
					CE			F					M			
45 - 54	182	90	92	-	182	-	72	111	33	46	68	36	75	107	89	93
	18%	19%	18%	-	52%	-	18%	18%	18%	21%	18%	15%	16%	20%	16%	21%
					CE											
55 + (Net)	357	164	193	-	-	357	129	228	55	84	139	79	121	236	182	175
	35%	34%	37%	-	-	100%	33%	37%	30%	40%	37%	33%	25%	45%	33%	39%
						CD								L		
55 - 64	182	68	113	-	-	182	68	113	29	39	75	39	72	109	97	85
	18%	14%	22%	-	-	51%	18%	18%	16%	18%	20%	17%	15%	21%	18%	19%
			A			CD								L		
65+	175	96	80	-	-	175	60	115	26	46	64	40	49	126	85	90
	17%	20%	15%	-	-	49%	16%	19%	14%	21%	17%	17%	10%	24%	15%	20%
						CD								L		
Sigma	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Mean	46.4	46.4	46.3	26.6	44.7	64.5	44.3	47.7	44.2	48.6	46.8	45.3	42.2	50.1	45.3	47.6
					C	CD		F		H				L		
STD. DEV.	16.44	16.9	16.02	4.95	6.44	6.66	17.67	15.49	16.68	15.61	16.5	16.71	15.52	16.36	16.06	16.84
STD. ERR.	0.52	0.79	0.68	0.29	0.35	0.35	0.88	0.63	1.17	1.11	0.84	1.13	0.74	0.69	0.69	0.78
Median	47	46.37	48	28	45	64	46	48	42.9	51.66	49	44	39	52	43.61	50

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

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		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	296	710	563	443	443	108	244	211	557	449	820	186
Base: All Respondents (wtd)	1006	311	695	541	465	470	101	237	199	559	447	733	273
18 - 34 (Net)	298	143	156	164	134	154	45	98	1	132	167	197	101
	30%	46%	22%	30%	29%	33%	45%	41%	1%	24%	37%	27%	37%
		B				H	EH*	H			I		K
18 - 24	110	20	89	85	25	25	22	62	-	13	97	61	48
	11%	7%	13%	16%	5%	5%	22%	26%	-	2%	22%	8%	18%
			A	D		H	EH*	EH			I		K
25 - 34	189	122	66	80	109	128	23	35	1	119	70	136	52
	19%	39%	10%	15%	23%	27%	23%	15%	1%	21%	16%	19%	19%
		B			C	GH	H*	H					
35 - 54 (Net)	351	151	200	179	172	212	35	84	20	198	153	240	111
	35%	48%	29%	33%	37%	45%	34%	36%	10%	35%	34%	33%	41%
		B				GH	H*	H					
35 - 44	169	104	64	79	89	110	19	35	4	104	65	109	59
	17%	34%	9%	15%	19%	24%	19%	15%	2%	19%	15%	15%	22%
		B				GH	H*	H					
45 - 54	182	46	136	100	83	101	15	49	16	94	88	131	52
	18%	15%	20%	18%	18%	22%	15%	21%	8%	17%	20%	18%	19%
						H	*	H					
55 + (Net)	357	17	340	197	160	104	21	54	177	230	127	296	61
	35%	6%	49%	36%	34%	22%	21%	23%	89%	41%	29%	40%	22%
			A				*		EFG	J		L	
55 - 64	182	16	166	106	75	74	13	46	49	115	66	147	34
	18%	5%	24%	20%	16%	16%	13%	19%	25%	21%	15%	20%	13%
			A				*		EF	J		L	
65+	175	2	174	91	85	31	8	9	128	114	61	148	27
	17%	1%	25%	17%	18%	7%	8%	4%	64%	20%	14%	20%	10%
			A				*		EFG	J		L	
Sigma	1006	311	695	541	465	470	101	237	199	559	447	733	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	46.4	37	50.5	45.9	46.9	42.9	39.3	39.8	65.8	49.1	42.9	48.2	41.5
			A			FG	*		EFG	J		L	
STD. DEV.	16.44	9.6	17.12	17.18	15.55	13.09	15.65	15.43	8.67	15.17	17.32	16.43	15.49
STD. ERR.	0.52	0.56	0.64	0.72	0.74	0.62	1.51	0.99	0.6	0.64	0.82	0.57	1.14
Median	47	35	54	48	46	41	35.78	40	67	51	42	50	39.7

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

Region

		Gender		Age			Household Income		Region				Basketball		Baseball	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1006	457	549	295	346	365	406	600	202	197	389	218	437	569	544	462
Base: All Respondents (wtd)	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
Northeast	180	101	80	66	60	55	55	125	180	-	-	-	85	96	114	66
	18%	21%	15%	22%	17%	15%	14%	20%	100%	-	-	-	18%	18%	21%	15%
								F	IJK						O	
Midwest	213	116	98	48	81	84	89	124	-	213	-	-	78	135	115	98
	21%	24%	19%	16%	23%	24%	23%	20%	-	100%	-	-	16%	26%	21%	22%
						C				HJK				L		
South	376	160	216	110	127	139	155	221	-	-	376	-	180	196	175	201
	37%	33%	41%	37%	36%	39%	40%	36%	-	-	100%	-	38%	37%	32%	44%
			A								HIK				N	
West	236	108	128	74	83	79	91	146	-	-	-	236	136	101	148	88
	24%	22%	25%	25%	24%	22%	23%	24%	-	-	-	100%	28%	19%	27%	19%
												HIJ	M		O	
Sigma	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

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Region

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	296	710	563	443	443	108	244	211	557	449	820	186
Base: All Respondents (wtd)	1006	311	695	541	465	470	101	237	199	559	447	733	273
Northeast	180	62	118	97	83	97	24	33	26	101	79	135	45
	18%	20%	17%	18%	18%	21%	24%	14%	13%	18%	18%	18%	17%
						H	H*						
Midwest	213	67	146	111	102	97	19	42	55	122	91	167	46
	21%	22%	21%	21%	22%	21%	19%	18%	28%	22%	20%	23%	17%
							*		G				
South	376	104	272	207	169	167	32	98	79	212	164	284	92
	37%	34%	39%	38%	36%	36%	32%	41%	40%	38%	37%	39%	34%
							*						
West	236	78	159	126	111	108	25	64	39	124	112	147	89
	24%	25%	23%	23%	24%	23%	25%	27%	20%	22%	25%	20%	33%
							*						K
Sigma	1006	311	695	541	465	470	101	237	199	559	447	733	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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Education

		Gender		Age			Household Income		Region				Basketball		Baseball	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1006	457	549	295	346	365	406	600	202	197	389	218	437	569	544	462
Base: All Respondents (wtd)	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
Grade School	2	1	1	1	-	2	1	1	1	-	1	-	1	2	-	2
	*	*	*	*	-	*	*	*	*	-	*	-	*	*	-	*
Some High School	21	7	14	12	6	4	20	1	3	4	5	9	9	12	8	13
	2%	1%	3%	4%	2%	1%	5%	*	2%	2%	1%	4%	2%	2%	1%	3%
				E			G									
Graduated High School	187	79	108	51	69	66	114	73	39	39	78	32	72	115	87	100
	19%	16%	21%	17%	20%	19%	29%	12%	21%	18%	21%	13%	15%	22%	16%	22%
							G							L		N
Some College	227	91	135	81	65	81	116	111	36	49	80	62	108	118	123	104
	23%	19%	26%	27%	18%	23%	30%	18%	20%	23%	21%	26%	23%	22%	22%	23%
			A	D			G									
Associate's degree (AA, AS, etc.)	104	49	55	20	40	45	49	55	18	20	43	23	48	56	55	49
	10%	10%	11%	7%	11%	12%	13%	9%	10%	9%	11%	10%	10%	11%	10%	11%
						C										
Bachelor's degree (BA, BS, etc.)	278	144	133	74	103	101	61	217	43	57	110	67	137	140	161	116
	28%	30%	26%	25%	29%	28%	16%	35%	24%	27%	29%	28%	29%	27%	29%	26%
							F									
Post Graduate Degree	188	113	75	60	69	59	29	159	40	44	60	44	104	83	118	70
	19%	23%	14%	20%	20%	16%	7%	26%	22%	21%	16%	18%	22%	16%	21%	15%
		B					F						M		O	
Sigma	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
No college degree	541	228	313	164	179	197	299	241	97	111	207	126	237	303	273	268
	54%	47%	60%	55%	51%	55%	77%	39%	54%	52%	55%	53%	50%	58%	49%	59%
			A				G							L		N
College degree	465	258	208	134	172	160	90	376	83	102	169	111	242	224	279	186
	46%	53%	40%	45%	49%	45%	23%	61%	46%	48%	45%	47%	50%	42%	51%	41%
		B					F						M		O	

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

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Education

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	296	710	563	443	443	108	244	211	557	449	820	186
Base: All Respondents (wtd)	1006	311	695	541	465	470	101	237	199	559	447	733	273
Grade School	2	1	2	2	-	-	-	1	1	1	1	2	-
	*	*	*	*	-	-	-	1%	*	*	*	*	-
							*						
Some High School	21	5	16	21	-	3	4	11	3	5	16	10	12
	2%	2%	2%	4%	-	1%	4%	5%	2%	1%	4%	1%	4%
				D			E*	E			I		K
Graduated High School	187	52	135	187	-	59	19	72	37	88	99	134	53
	19%	17%	19%	35%	-	12%	19%	31%	19%	16%	22%	18%	19%
				D			*	EFH			I		
Some College	227	53	174	227	-	83	26	76	42	99	128	160	67
	23%	17%	25%	42%	-	18%	26%	32%	21%	18%	29%	22%	24%
			A	D			*	EH			I		
Associate's degree (AA, AS, etc.)	104	32	72	104	-	42	13	24	25	50	54	73	31
	10%	10%	10%	19%	-	9%	13%	10%	13%	9%	12%	10%	11%
				D			*						
Bachelor's degree (BA, BS, etc.)	278	84	194	-	278	166	24	34	54	174	104	214	63
	28%	27%	28%	-	60%	35%	23%	15%	27%	31%	23%	29%	23%
					C	FG	*		G	J			
Post Graduate Degree	188	84	104	-	188	118	16	18	36	143	45	140	48
	19%	27%	15%	-	40%	25%	16%	8%	18%	26%	10%	19%	17%
		B			C	G	G*		G	J			
Sigma	1006	311	695	541	465	470	101	237	199	559	447	733	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
No college degree	541	143	397	541	-	186	62	184	109	242	298	379	162
	54%	46%	57%	100%	-	40%	61%	78%	55%	43%	67%	52%	59%
			A	D			E*	EFH	E		I		
College degree	465	167	298	-	465	284	40	52	90	317	148	355	111
	46%	54%	43%	-	100%	60%	39%	22%	45%	57%	33%	48%	41%
		B			C	FGH	G*		G	J			

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
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Age & Presence Of Children

		Gender		Age			Household Income		Region				Basketball		Baseball	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1006	457	549	295	346	365	406	600	202	197	389	218	437	569	544	462
Base: All Respondents (wtd)	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
Under 6 only	72	25	47	55	17	-	35	37	11	10	30	21	35	37	36	36
	7%	5%	9%	18%	5%	-	9%	6%	6%	5%	8%	9%	7%	7%	7%	8%
				DE	E											
6-12 Only	79	63	16	40	34	5	20	59	15	15	26	23	64	15	65	14
	8%	13%	3%	13%	10%	1%	5%	10%	8%	7%	7%	10%	13%	3%	12%	3%
		B		E	E			F					M		O	
13-17 Only	58	29	29	5	44	10	15	43	6	21	18	13	32	26	34	24
	6%	6%	6%	2%	12%	3%	4%	7%	3%	10%	5%	5%	7%	5%	6%	5%
				CE					HJ							
Under 6 and 6-12	46	22	24	25	21	-	8	38	14	13	12	7	30	17	27	19
	5%	5%	5%	9%	6%	-	2%	6%	8%	6%	3%	3%	6%	3%	5%	4%
				E	E			F	JK							
Under 6 and 13-17	6	3	2	2	3	-	3	2	2	-	2	2	4	2	5	1
	1%	1%	*	1%	1%	-	1%	*	1%	-	*	1%	1%	*	1%	*
6-12 and 13-17	40	24	16	9	29	3	7	33	8	6	15	11	22	18	25	15
	4%	5%	3%	3%	8%	1%	2%	5%	5%	3%	4%	4%	5%	3%	5%	3%
					CE			F								
All 3	9	3	6	6	3	-	4	6	4	2	1	1	3	6	3	6
	1%	1%	1%	2%	1%	-	1%	1%	2%	1%	*	1%	1%	1%	1%	1%
				E					J							
None Under 18	695	315	381	156	200	340	296	399	118	146	272	159	289	407	357	339
	69%	65%	73%	52%	57%	95%	76%	65%	66%	69%	72%	67%	60%	77%	65%	75%
			A			CD	G							L		N
Sigma	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
With Kids	311	170	140	143	151	17	93	218	62	67	104	78	190	121	195	115
	31%	35%	27%	48%	43%	5%	24%	35%	34%	31%	28%	33%	40%	23%	35%	25%
		B		E	E			F					M		O	
No Kids	695	315	381	156	200	340	296	399	118	146	272	159	289	407	357	339
	69%	65%	73%	52%	57%	95%	76%	65%	66%	69%	72%	67%	60%	77%	65%	75%
			A			CD	G							L		N

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

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Age & Presence Of Children

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	296	710	563	443	443	108	244	211	557	449	820	186
Base: All Respondents (wtd)	1006	311	695	541	465	470	101	237	199	559	447	733	273
Under 6 only	72	72	-	40	33	40	8	23	*	47	25	56	16
	7%	23%	-	7%	7%	9%	8%	10%	*	8%	6%	8%	6%
		B				H	H*	H					
6-12 Only	79	79	-	31	49	59	10	10	-	65	15	55	24
	8%	26%	-	6%	10%	13%	10%	4%	-	12%	3%	8%	9%
		B			C	GH	H*	H		J			
13-17 Only	58	58	-	28	30	36	6	11	5	48	10	44	15
	6%	19%	-	5%	6%	8%	6%	5%	3%	9%	2%	6%	5%
		B				H	*			J			
Under 6 and 6-12	46	46	-	16	31	34	5	7	-	38	8	32	14
	5%	15%	-	3%	7%	7%	5%	3%	-	7%	2%	4%	5%
		B			C	H	H*	H		J			
Under 6 and 13-17	6	6	-	3	3	3	1	2	-	4	2	3	2
	1%	2%	-	1%	1%	1%	1%	1%	-	1%	*	*	1%
		B					*						
6-12 and 13-17	40	40	-	21	19	30	4	6	-	35	5	33	7
	4%	13%	-	4%	4%	6%	4%	2%	-	6%	1%	4%	3%
		B				H	H*	H		J			
All 3	9	9	-	5	5	5	1	3	-	6	4	6	4
	1%	3%	-	1%	1%	1%	1%	1%	-	1%	1%	1%	1%
		B					*						
None Under 18	695	-	695	397	298	262	66	174	193	318	377	505	191
	69%	-	100%	74%	64%	56%	66%	74%	97%	57%	85%	69%	70%
			A	D			*	E	EFG		I		
Sigma	1006	311	695	541	465	470	101	237	199	559	447	733	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
With Kids	311	311	-	143	167	208	35	62	5	241	69	228	82
	31%	100%	-	26%	36%	44%	34%	26%	3%	43%	15%	31%	30%
		B			C	GH	H*	H		J			
No Kids	695	-	695	397	298	262	66	174	193	318	377	505	191
	69%	-	100%	74%	64%	56%	66%	74%	97%	57%	85%	69%	70%
			A	D			*	E	EFG		I		

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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Marital Status

		Gender		Age			Household Income		Region				Basketball		Baseball	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1006	457	549	295	346	365	406	600	202	197	389	218	437	569	544	462
Base: All Respondents (wtd)	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
Single	235	114	121	129	81	25	146	89	48	38	90	59	137	98	126	109
	23%	23%	23%	43%	23%	7%	37%	14%	27%	18%	24%	25%	29%	19%	23%	24%
				DE	E		G						M			
Domestic Partnership	76	33	43	34	29	13	41	36	18	12	20	26	37	39	36	41
	8%	7%	8%	11%	8%	4%	10%	6%	10%	6%	5%	11%	8%	7%	6%	9%
				E	E		G					J				
Married	559	284	275	132	198	230	116	444	101	122	212	124	259	301	328	231
	56%	59%	53%	44%	57%	64%	30%	72%	56%	57%	56%	53%	54%	57%	59%	51%
				C	C		F								O	
Widowed	26	10	16	-	3	23	16	10	4	3	13	5	9	17	14	11
	3%	2%	3%	-	1%	6%	4%	2%	2%	1%	4%	2%	2%	3%	3%	3%
						CD	G									
Divorced or separated	110	44	66	4	39	67	71	39	9	39	40	22	37	73	48	62
	11%	9%	13%	1%	11%	19%	18%	6%	5%	18%	11%	9%	8%	14%	9%	14%
					C	CD	G			HJK	H			L		N
Sigma	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Married	559	284	275	132	198	230	116	444	101	122	212	124	259	301	328	231
	56%	59%	53%	44%	57%	64%	30%	72%	56%	57%	56%	53%	54%	57%	59%	51%
					C	C		F							O	
Other	447	201	246	167	153	127	273	173	79	91	164	112	220	226	224	223
	44%	41%	47%	56%	43%	36%	70%	28%	44%	43%	44%	47%	46%	43%	41%	49%
				DE			G									N

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

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Marital Status

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	296	710	563	443	443	108	244	211	557	449	820	186
Base: All Respondents (wtd)	1006	311	695	541	465	470	101	237	199	559	447	733	273
Single	235	28	206	160	75	96	38	88	14	-	235	125	110
	23%	9%	30%	30%	16%	20%	37%	37%	7%	-	53%	17%	40%
			A	D		H	EH*	EH			I		K
Domestic Partnership	76	31	45	50	26	41	5	20	11	-	76	46	30
	8%	10%	6%	9%	6%	9%	4%	9%	5%	-	17%	6%	11%
							*				I		
Married	559	241	318	242	317	283	54	101	122	559	-	461	98
	56%	78%	46%	45%	68%	60%	53%	43%	61%	100%	-	63%	36%
		B			C	G	*		G	J		L	
Widowed	26	-	26	16	10	4	1	2	18	-	26	21	4
	3%	-	4%	3%	2%	1%	1%	1%	9%	-	6%	3%	2%
			A				*		EFG		I		
Divorced or separated	110	10	100	73	37	46	4	25	35	-	110	80	30
	11%	3%	14%	13%	8%	10%	4%	11%	18%	-	25%	11%	11%
			A	D			*		EF		I		
Sigma	1006	311	695	541	465	470	101	237	199	559	447	733	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Married	559	241	318	242	317	283	54	101	122	559	-	461	98
	56%	78%	46%	45%	68%	60%	53%	43%	61%	100%	-	63%	36%
		B			C	G	*		G	J		L	
Other	447	69	377	298	148	187	47	135	77	-	447	272	175
	44%	22%	54%	55%	32%	40%	47%	57%	39%	-	100%	37%	64%
			A	D			*	EH			I		K

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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Employment

		Gender		Age			Household Income		Region				Basketball		Baseball	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1006	457	549	295	346	365	406	600	202	197	389	218	437	569	544	462
Base: All Respondents (wtd)	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
Employed - full-time	412	249	164	138	195	79	91	321	94	83	148	87	239	173	275	137
	41%	51%	31%	46%	56%	22%	23%	52%	52%	39%	39%	37%	50%	33%	50%	30%
		B		E	CE			F	IJK				M		O	
Employed - part-time	101	37	64	45	35	21	44	57	24	19	32	25	48	53	54	47
	10%	8%	12%	15%	10%	6%	11%	9%	13%	9%	9%	11%	10%	10%	10%	10%
				A	E											
Self-Employed	57	26	32	16	16	25	18	39	3	14	19	21	27	31	29	28
	6%	5%	6%	5%	5%	7%	5%	6%	2%	6%	5%	9%	6%	6%	5%	6%
												H				
Retired	199	105	94	1	20	177	86	112	26	55	79	39	58	141	96	103
	20%	22%	18%	*	6%	50%	22%	18%	14%	26%	21%	17%	12%	27%	17%	23%
				C		CD				H				L		
Student/Pupil	41	15	26	37	4	1	25	16	12	7	13	10	21	21	22	19
	4%	3%	5%	12%	1%	*	6%	3%	7%	3%	3%	4%	4%	4%	4%	4%
				DE			G									
Homemaker	82	11	71	22	37	24	40	42	9	16	39	18	31	51	32	50
	8%	2%	14%	7%	11%	7%	10%	7%	5%	8%	10%	8%	6%	10%	6%	11%
				A							H					N
Currently Unemployed	103	39	64	35	39	28	78	25	11	18	40	34	51	52	38	65
	10%	8%	12%	12%	11%	8%	20%	4%	6%	8%	11%	15%	11%	10%	7%	14%
							G					H				N
(Dk/Ns)	10	3	7	4	4	2	7	3	2	*	6	2	4	6	6	4
	1%	1%	1%	1%	1%	*	2%	1%	1%	*	2%	1%	1%	1%	1%	1%
Sigma	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Full Time	470	274	195	154	212	104	109	360	97	97	167	108	266	204	304	166
	47%	57%	37%	52%	60%	29%	28%	58%	54%	46%	44%	46%	55%	39%	55%	36%
		B		E	E			F					M		O	
Part Time	101	37	64	45	35	21	44	57	24	19	32	25	48	53	54	47
	10%	8%	12%	15%	10%	6%	11%	9%	13%	9%	9%	11%	10%	10%	10%	10%
				A	E											
Not Emp.	237	69	168	98	84	54	150	87	33	42	98	64	106	130	99	138
	24%	14%	32%	33%	24%	15%	38%	14%	18%	20%	26%	27%	22%	25%	18%	30%
				A	DE	E	G									N
Retired	199	105	94	1	20	177	86	112	26	55	79	39	58	141	96	103
	20%	22%	18%	*	6%	50%	22%	18%	14%	26%	21%	17%	12%	27%	17%	23%
					C	CD				H				L		

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

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Employment

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	296	710	563	443	443	108	244	211	557	449	820	186
Base: All Respondents (wtd)	1006	311	695	541	465	470	101	237	199	559	447	733	273
Employed - full-time	412	193	219	164	249	412	-	-	-	255	157	316	96
	41%	62%	31%	30%	53%	88%	-	-	-	46%	35%	43%	35%
		B			C	FGH	*			J			
Employed - part-time	101	35	66	62	40	-	101	-	-	54	47	73	28
	10%	11%	10%	11%	8%	-	100%	-	-	10%	11%	10%	10%
							EGH*						
Self-Employed	57	15	43	22	35	57	-	-	-	28	29	50	7
	6%	5%	6%	4%	8%	12%	-	-	-	5%	7%	7%	3%
					C	FGH	*						
Retired	199	5	193	109	90	-	-	-	199	122	77	159	40
	20%	2%	28%	20%	19%	-	-	-	100%	22%	17%	22%	15%
			A				*		EFG				
Student/Pupil	41	1	40	37	4	-	-	41	-	2	39	25	16
	4%	*	6%	7%	1%	-	-	18%	-	*	9%	3%	6%
			A	D			*	EFH			I		
Homemaker	82	45	37	57	25	-	-	82	-	67	15	57	25
	8%	14%	5%	10%	5%	-	-	35%	-	12%	3%	8%	9%
		B		D			*	EFH		J			
Currently Unemployed	103	15	88	81	22	-	-	103	-	28	75	48	55
	10%	5%	13%	15%	5%	-	-	44%	-	5%	17%	7%	20%
			A	D			*	EFH			I		K
(Dk/Ns)	10	2	8	9	1	-	-	10	-	5	5	5	6
	1%	1%	1%	2%	*	-	-	4%	-	1%	1%	1%	2%
				D			*	EH					
Sigma	1006	311	695	541	465	470	101	237	199	559	447	733	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Full Time	470	208	262	186	284	470	-	-	-	283	187	366	103
	47%	67%	38%	34%	61%	100%	-	-	-	51%	42%	50%	38%
		B			C	FGH	*			J		L	
Part Time	101	35	66	62	40	-	101	-	-	54	47	73	28
	10%	11%	10%	11%	8%	-	100%	-	-	10%	11%	10%	10%
							EGH*						
Not Emp.	237	62	174	184	52	-	-	237	-	101	135	135	102
	24%	20%	25%	34%	11%	-	-	100%	-	18%	30%	18%	37%
				D			*	EFH			I		K
Retired	199	5	193	109	90	-	-	-	199	122	77	159	40
	20%	2%	28%	20%	19%	-	-	-	100%	22%	17%	22%	15%
			A				*		EFG				

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

Race

		Gender		Age			Household Income		Region				Basketball		Baseball	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1006	457	549	295	346	365	406	600	202	197	389	218	437	569	544	462
Base: All Respondents (wtd)	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
White	733	357	376	197	240	296	236	497	135	167	284	147	307	426	422	311
	73%	74%	72%	66%	68%	83%	61%	81%	75%	78%	75%	62%	64%	81%	76%	69%
						CD		F	K	K	K			L	O	
Black	130	57	73	43	53	34	89	41	17	18	68	26	91	38	49	81
	13%	12%	14%	14%	15%	10%	23%	7%	9%	9%	18%	11%	19%	7%	9%	18%
							G				HI		M			N
Asian	62	39	23	16	30	16	6	56	10	12	3	37	36	26	40	22
	6%	8%	4%	5%	8%	5%	2%	9%	6%	6%	1%	16%	7%	5%	7%	5%
		B						F	J	J		HIJ				
Other	81	32	49	42	29	11	59	23	19	16	21	26	45	37	42	39
	8%	7%	9%	14%	8%	3%	15%	4%	10%	7%	6%	11%	9%	7%	8%	9%
				DE	E		G					J				
Sigma	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
White	733	357	376	197	240	296	236	497	135	167	284	147	307	426	422	311
	73%	74%	72%	66%	68%	83%	61%	81%	75%	78%	75%	62%	64%	81%	76%	69%
						CD		F	K	K	K			L	O	
Other	273	128	145	101	111	61	154	119	45	46	92	89	172	101	130	143
	27%	26%	28%	34%	32%	17%	39%	19%	25%	22%	25%	38%	36%	19%	24%	31%
				E	E		G					HIJ	M			N

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

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Race

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	296	710	563	443	443	108	244	211	557	449	820	186
Base: All Respondents (wtd)	1006	311	695	541	465	470	101	237	199	559	447	733	273
White	733	228	505	379	355	366	73	135	159	461	272	733	-
	73%	74%	73%	70%	76%	78%	72%	57%	80%	82%	61%	100%	-
						G	G*		G	J		L	
Black	130	34	96	94	35	38	19	48	25	29	101	-	130
	13%	11%	14%	17%	8%	8%	19%	20%	12%	5%	23%	-	48%
				D			E*	E			I		K
Asian	62	17	45	11	51	34	3	15	9	43	18	-	62
	6%	5%	7%	2%	11%	7%	3%	6%	5%	8%	4%	-	23%
					C		*			J			K
Other	81	32	49	57	24	31	6	39	6	26	55	-	81
	8%	10%	7%	11%	5%	7%	6%	16%	3%	5%	12%	-	30%
				D			*	EFH			I		K
Sigma	1006	311	695	541	465	470	101	237	199	559	447	733	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
White	733	228	505	379	355	366	73	135	159	461	272	733	-
	73%	74%	73%	70%	76%	78%	72%	57%	80%	82%	61%	100%	-
						G	G*		G	J		L	
Other	273	82	191	162	111	103	28	102	40	98	175	-	273
	27%	26%	27%	30%	24%	22%	28%	43%	20%	18%	39%	-	100%
							*	EFH			I		K

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
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Are you of Hispanic Ethnicity?

		Gender		Age			Household Income		Region				Basketball		Baseball	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West	Fan	Not Fan	Fan	Not Fan
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents (unwtd)	1006	457	549	295	346	365	406	600	202	197	389	218	437	569	544	462
Base: All Respondents (wtd)	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
Yes	154	68	86	81	62	11	85	69	29	24	55	46	104	51	92	62
	15%	14%	17%	27%	18%	3%	22%	11%	16%	11%	15%	19%	22%	10%	17%	14%
				DE	E		G						M			
No	840	411	430	215	285	340	299	542	149	187	318	187	372	468	455	385
	84%	85%	83%	72%	81%	95%	77%	88%	83%	88%	85%	79%	78%	89%	83%	85%
					C	CD		F		K				L		
(Dk/Ns)	11	7	5	2	3	6	6	6	2	2	3	4	3	8	5	7
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%
Sigma	1006	485	521	298	351	357	389	617	180	213	376	236	479	527	552	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O
Minimum Base: 30 (**), Small Base: 100 (*)

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Are you of Hispanic Ethnicity?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1006	296	710	563	443	443	108	244	211	557	449	820	186
Base: All Respondents (wtd)	1006	311	695	541	465	470	101	237	199	559	447	733	273
Yes	154	69	86	105	49	78	11	57	8	62	92	76	79
	15%	22%	12%	19%	10%	17%	11%	24%	4%	11%	21%	10%	29%
		B		D		H	H*	EFH			I		K
No	840	240	601	431	410	389	89	176	187	491	350	654	187
	84%	77%	86%	80%	88%	83%	88%	74%	94%	88%	78%	89%	68%
			A		C	G	G*		EG	J		L	
(Dk/Ns)	11	2	9	4	7	3	1	4	4	7	5	4	7
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	3%
							*						K
Sigma	1006	311	695	541	465	470	101	237	199	559	447	733	273
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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