

**On a scale on which a five means you are "a very big sports fan" and a one means you have "absolutely no interest in sports," in general, how big a sports fan are you?**

Type of fan	All	White	African-American
5 -- Very big fan	39	38	47
4	33	35	25
3 -- Somewhat of a fan	25	24	26
2	3	3	2
1 -- Absolutely no interest	--	--	--

**About how many hours in an average week would you say you watch sports on television?**

Hours watched	All	White	African-American
None	--	--	--
1 hour	--	--	--
2-3 hours	26	27	24
4 to 5 hours	26	27	23
6 to 10 hours	24	25	26
11 to 15 hours	12	11	12
16 to 20 hours	6	6	6
21 to 25 hours	3	2	4
More than 25 hours	3	2	5

**Please indicate how much you admire and respect each one of the following sports figures - a great deal, quite a bit, somewhat, not that much, not at all.**

**Michael Jordan**

	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	40	27	21	6	6
White Sports Fans	38	28	23	6	7
African-American Sports Fans	55	21	15	4	5

**Tony Dungy**

	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	31	19	25	12	13
White Sports Fans	29	19	27	13	12
African-American Sports Fans	48	19	16	7	10

**Tom Brady**

	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	23	25	28	11	13
White Sports Fans	22	26	28	12	12
African-American Sports Fans	27	27	27	9	10

**Shaquille O'Neal**

	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	21	25	30	14	10
White Sports Fans	18	26	31	15	10
African-American Sports Fans	33	26	25	9	17

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**Serena Williams**

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	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	20	26	27	14	13
White Sports Fans	14	26	30	16	14
African-American Sports Fans	51	26	14	5	4

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**Phil Mickelson**

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	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	20	23	31	13	13
White Sports Fans	22	24	30	13	11
African-American Sports Fans	15	21	33	15	16

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**Derek Jeter**

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	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	20	22	29	15	14
White Sports Fans	19	22	29	16	14
African-American Sports Fans	28	24	26	13	9

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**Danica Patrick**

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	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	17	23	31	15	14
White Sports Fans	18	23	30	15	14
African-American Sports Fans	18	19	34	15	14

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**Kobe Bryant**

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	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	15	18	25	19	23
White Sports Fans	11	17	26	22	24
African-American Sports Fans	32	23	19	11	15

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**Tim Tebow**

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	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	13	19	33	17	18
White Sports Fans	13	19	34	17	17
African-American Sports Fans	17	17	32	15	19

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**LeBron James**

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	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	14	16	24	21	25
White Sports Fans	9	15	25	24	27
African-American Sports Fans	35	22	19	12	12

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**Bill Belichick**

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	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	12	17	32	19	20
White Sports Fans	11	17	33	20	19
African-American Sports Fans	15	20	30	13	22

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**Michael Vick**

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	Great deal	Quite a bit	Somewhat	Not that much	Not at all
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	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	12	13	21	17	37
White Sports Fans	6	12	21	18	43
African-American Sports Fans	40	25	18	9	8

### Tiger Woods

	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	12	13	19	21	35
White Sports Fans	7	12	17	24	40
African-American Sports Fans	27	21	24	13	15

### Ben Roethlisberger

	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	7	15	28	22	28
White Sports Fans	6	15	27	23	29
African-American Sports Fans	12	18	28	21	21

### Cam Newton

	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	7	12	34	22	25
White Sports Fans	4	11	35	25	25
African-American Sports Fans	18	16	31	16	19

### Terrell Owens

	Great deal	Quite a bit	Somewhat	Not that much	Not at all
All Sports Fans	7	11	24	22	36
White Sports Fans	4	10	25	23	38
African-American Sports Fans	20	15	23	20	22

**Please indicate the extent to which you agree or disagree with each of the following statements, using a scale from zero (do not agree at all) to 10 (completely agree). You can use any number from zero to 10, depending on how you feel.**

**African-Americans have equal opportunities and the same chances to succeed as whites do in our country today.**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	6.5	31	24	22	13	10
White Sports Fans	7.0	34	26	21	13	6
African-American Sports Fans	4.4	11	14	26	20	29

**African-Americans in our country still often face prejudice and discrimination.**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	6.2	24	29	23	10	14
White Sports Fans	5.8	18	29	25	11	17
African-American Sports Fans	8.5	59	25	12	3	1

**The United States has become a colorblind society where people are judged solely on the basis of their ability and conduct rather than their race.**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	4.7	10	19	25	21	25

	Mean	9-10	7-8	5-6	3-4	0-2
White Sports Fans	4.9	10	21	27	22	20
African-American Sports Fans	3.3	7	9	17	21	46

**Please indicate the extent to which you think there is equality of opportunity for African-Americans in the United States today, using a scale from zero (very little equality of opportunity) to 10 (total equality of opportunity). You can use any number from zero to 10, depending on how you feel.**

**Sports**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	8.8	73	16	7	2	2
White Sports Fans	9.1	77	14	6	2	1
African-American Sports Fans	8.0	54	27	11	4	4

**The military**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	8.0	51	27	11	4	4
White Sports Fans	8.3	55	27	14	3	1
African-American Sports Fans	7.0	34	29	21	9	7

**Politics**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	6.6	28	27	24	13	8
White Sports Fans	7.0	33	29	22	11	5
African-American Sports Fans	5.1	12	19	30	18	21

**The corporate world**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	6.0	19	27	28	14	12
White Sports Fans	6.4	22	29	29	13	7
African-American Sports Fans	4.1	6	15	25	25	29

**Thinking specifically about the sports world, please indicate the extent to which you agree or disagree with each of the following statements, using a scale from zero (do not agree at all) to 10 (completely agree). You can use any number from zero to 10, depending on how you feel.**

**African-Americans have equal opportunities and the same chances to succeed as whites do in the sports world today**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	8.3	60	22	11	4	3
White Sports Fans	8.6	65	20	10	3	2
African-American Sports Fans	7.0	36	33	16	6	9

**Sports in America are colorblind, and people in sports are judged solely on the basis of their ability and conduct, rather than their race.**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	7.3	43	25	16	9	7

	Mean	9-10	7-8	5-6	3-4	0-2
White Sports Fans	7.5	47	25	15	7	6
African-American Sports Fans	6.1	24	28	21	13	14

**African-Americans often still face prejudice and discrimination in the sports world today.**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	3.7	8	15	18	15	44
White Sports Fans	3.1	5	13	16	15	51
African-American Sports Fans	6.1	23	26	25	14	12

**Thinking about all aspects of sports -- including the athletes, coaches, owner, and fans -- which of the following statements best describes your opinion?**

**The sports world sets a good example for the rest of the country when it comes to race relations and equal opportunity.**

All Sports Fans	White Sports Fans	African-American Sports Fans
63	65	48

**The sports world sets a bad example for the rest of the country when it comes to race relations and equal opportunity.**

All Sports Fans	White Sports Fans	African-American Sports Fans
7	6	10

**The sports world simply reflects the rest of the country when it comes to race relations and equal opportunity.**

All Sports Fans	White Sports Fans	African-American Sports Fans
30	29	42

**And do you think that ...**

**... Sports do more to unite people across racial lines.**

All Sports Fans	White Sports Fans	African-American Sports Fans
72	73	66

**... Sports do more to divide people across racial lines.**

All Sports Fans	White Sports Fans	African-American Sports Fans
6	6	6

**... Sports do not have much effect either way in this regard.**

All Sports Fans	White Sports Fans	African-American Sports Fans
22	21	28

**How about the sports media and the major media outlets that cover sports?**

**Do you think that ...**

**... The sports media play more of a positive role in the way they deal with issues involving race in sports.**

All Sports Fans	White Sports Fans	African-American Sports Fans
39	39	39

**... The sports media play more of a negative role in the way they deal with issues involving race in sports.**

All Sports Fans	White Sports Fans	African-American Sports Fans
24	21	32

... The sports media do not play a role either way in this regard.

All Sports Fans	White Sports Fans	African-American Sports Fans
37	40	29

**African-Americans have ... (Note: This table has been ranked by the percentage of sports fans who say African-Americans have many or somewhat fewer opportunities)**

**Becoming owners of professional sports franchises**

	Many Fewer Opportunities	Somewhat Fewer Opportunities	The Same Opportunities	Somewhat More Opportunities	Many More Opportunities
All Sports Fans	18	29	44	5	4
White Sports Fans	13	29	48	5	5
African-American Sports Fans	37	34	21	6	2

**Becoming an athletic director at a major Division I university**

	Many Fewer Opportunities	Somewhat Fewer Opportunities	The Same Opportunities	Somewhat More Opportunities	Many More Opportunities
All Sports Fans	10	26	52	7	5
White Sports Fans	6	26	57	6	5
African-American Sports Fans	28	34	27	9	2

**Becoming a manager in Major League Baseball (MLB)**

	Many Fewer Opportunities	Somewhat Fewer Opportunities	The Same Opportunities	Somewhat More Opportunities	Many More Opportunities
All Sports Fans	10	25	53	7	5
White Sports Fans	6	22	59	8	5
African-American Sports Fans	25	39	28	6	2

**Getting a head coaching position in the National Football League (NFL)**

	Many Fewer Opportunities	Somewhat Fewer Opportunities	The Same Opportunities	Somewhat More Opportunities	Many More Opportunities
All Sports Fans	8	22	54	9	7
White Sports Fans	5	20	59	9	7
African-American Sports Fans	21	41	26	8	4

**Getting a head coaching position with a major Division I sports team in the NCAA**

	Many Fewer Opportunities	Somewhat Fewer Opportunities	The Same Opportunities	Somewhat More Opportunities	Many More Opportunities
All Sports Fans	6	21	56	11	6
White Sports Fans	3	18	61	12	6
African-American	20	38	30	8	4

	Many Fewer Opportunities	Somewhat Fewer Opportunities	The Same Opportunities	Somewhat More Opportunities	Many More Opportunities
Sports Fans					

**Getting broadcasting positions in TV coverage of major sports**

	Many Fewer Opportunities	Somewhat Fewer Opportunities	The Same Opportunities	Somewhat More Opportunities	Many More Opportunities
All Sports Fans	5	13	60	14	8
White Sports Fans	2	11	64	15	8
African-American Sports Fans	12	27	41	13	7

**Getting a head coaching position in the National Basketball Association (NBA)**

	Many Fewer Opportunities	Somewhat Fewer Opportunities	The Same Opportunities	Somewhat More Opportunities	Many More Opportunities
All Sports Fans	5	13	55	18	9
White Sports Fans	2	11	58	19	10
African-American Sports Fans	11	27	39	17	6

**Several years ago the National Football League adopted the Rooney Rule that requires NFL teams to interview at least one minority candidate when looking to hire a new head coach. Do you strongly favor, somewhat favor, somewhat oppose or strongly oppose requiring NFL teams to interview at least one minority candidate when looking to hire a new head coach?**  
**Strongly favor**

All Sports Fans	White Sports Fans	African-American Sports Fans
29	26	47

**Somewhat favor**

All Sports Fans	White Sports Fans	African-American Sports Fans
36	34	37

**Somewhat oppose**

All Sports Fans	White Sports Fans	African-American Sports Fans
21	23	11

**Which one of the following statements comes closest to your opinion about the Rooney Rule to require consideration of minority candidates for head coaching positions in the NFL?**

**The Rooney Rule was never really needed**

All Sports Fans	White Sports Fans	African-American Sports Fans
20	23	7

**The Rooney Rule was needed when it was first adopted but is no longer needed now.**

All Sports Fans	White Sports Fans	African-American Sports Fans
33	35	17

**The Rooney Rule is still needed now but should be ended soon.**

All Sports Fans	White Sports Fans	African-American Sports Fans
21	22	19

**The Rooney Rule will be needed for many years to come.**

All Sports Fans	White Sports Fans	African-American Sports Fans
26	20	57

**Should other major sports leagues, such as Major League Baseball and the NBA (National Basketball Association), have a Rooney rule?**

**Yes, other major sports leagues should have a Rooney rule.**

All Sports Fans	White Sports Fans	African-American Sports Fans
50	44	78

**No, other major sports leagues should NOT have a Rooney rule.**

All Sports Fans	White Sports Fans	African-American Sports Fans
50	56	22

**When you are talking about sports with friends or family, do you ever have conversations about any aspect of race in the sports -- including the prevalence of one race in a particular sport or in a particular position, or a controversy in sports involving race?**

**Yes, often**

All Sports Fans	White Sports Fans	African-American Sports Fans
6	5	16

**Yes, sometimes**

All Sports Fans	White Sports Fans	African-American Sports Fans
27	23	36

**Yes, but only rarely**

All Sports Fans	White Sports Fans	African-American Sports Fans
28	29	28

**No, never**

All Sports Fans	White Sports Fans	African-American Sports Fans
39	43	20

**Next you will see some different phrases. For each one, please indicate whether you tend to associate it much more with black athletes, somewhat more with black athletes, associate it equally with black and white athletes, somewhat more with white athletes or much more with white athletes.**

**Are fast runners**

	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
All Sports Fans	23	34	41	1	1
White Sports	19	36	43	1	1



	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
Fans					
African-American Sports Fans	38	28	31	1	2

### Have great jumping and leaping ability

	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
All Sports Fans	23	32	42	2	1
White Sports Fans	20	34	43	2	1
African-American Sports Fans	33	27	35	3	2

### Have had to overcome adversity to get where they are

	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
All Sports Fans	18	33	45	3	1
White Sports Fans	13	35	48	3	1
African-American Sports Fans	44	27	26	2	1

### Have natural athletic ability

	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
All Sports Fans	18	28	51	2	1
White Sports Fans	14	29	54	2	1
African-American Sports Fans	39	22	36	2	1

### Get into trouble with the law

	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
All Sports Fans	13	33	50	2	2
White Sports Fans	11	34	51	2	2
African-American Sports Fans	23	31	42	2	2

### Are showboats

	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
All Sports Fans	14	27	54	3	2
White Sports Fans	12	27	57	3	1
African-American Sports Fans	20	30	43	4	3

#### Are unfairly criticized by the media

	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
All Sports Fans	7	20	68	4	1
White Sports Fans	3	16	75	4	2
African-American Sports Fans	24	33	40	2	1

#### Are involved in giving back to the community

	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
All Sports Fans	5	8	78	7	2
White Sports Fans	3	6	81	8	2
African-American Sports Fans	13	11	69	6	1

#### Are likely to be seen as leaders on their teams

	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
All Sports Fans	4	7	69	15	5
White Sports Fans	3	5	74	14	4
African-American Sports Fans	8	11	53	18	10

#### Plan for the future after sports

	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
All Sports Fans	4	6	63	21	6
White Sports Fans	2	6	66	21	5
African-	11	7	50	25	7

	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
American Sports Fans					

### Are team players who care more about their teams than themselves

	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
All Sports Fans	3	6	74	12	5
White Sports Fans	2	5	76	13	4
African-American Sports Fans	7	7	70	12	4

### Are hardworking and dedicated

	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
All Sports Fans	3	6	81	7	3
White Sports Fans	2	4	84	7	3
African-American Sports Fans	10	8	73	6	3

### Are good role models for young people

	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
All Sports Fans	3	5	78	10	4
White Sports Fans	2	4	80	10	4
African-American Sports Fans	7	6	74	11	2

### Have a positive image in the media

	Associate This Much More With Black Athletes	Associate This Somewhat More With Black Athletes	Associate Equally With Black And White Athletes	Associate This Somewhat More With White Athletes	Associate This Much More With White Athletes
All Sports Fans	3	4	71	17	5
White Sports Fans	2	4	75	16	3
African-American Sports Fans	7	5	56	24	8

**How much do you think the image of the black athlete as portrayed in the media has changed since the 1980s? Do you think the image of the black athlete has ...**

	All Sports Fans	White Sports Fans	African-American Sports Fans
... Changed a lot	28	28	27
... Changed a fair amount	43	44	36
... Changed just somewhat	20	19	28
... Has not changed much at all	9	9	9

**When there are controversies involving allegations of misconduct, do you think the media put more of a spotlight on problems involving black athletes, they put more of a spotlight on problems involving white athletes, or do the media treat the problems of white and black athletes just the same?**

	All Sports Fans	White Sports Fans	African-American Sports Fans
The media put more of a spotlight on problems involving black athletes.	34	28	65
The media put more of a spotlight on problems involving white athletes.	8	8	5
The media treat the problems of white and black athletes just the same.	58	64	30

**Jan. 17 is the observance of Dr. Martin Luther King's birthday. Dr. King set a dream for the country of equal opportunity for all regardless of race. Thinking about the country as a whole, not just the sports world, how close do you think the country is to achieving Dr. King's dream of equal opportunity for all regardless of race, using a scale from zero (very far from achieving it) to 10 (have reached that dream).**

	All Sports Fans	White Sports Fans	African-American Sports Fans
9-10 -- Reached dream	13	15	6
7-8	36	38	22
5-6	29	28	33
3-4	15	14	20
0-2 -- Far from dream	7	5	19

**And thinking now just about the sports world, how close do you think the sports world is to achieving Dr. King's dream of equal opportunity for all regardless of race, using a scale from zero (very far from achieving it) to 10 (have reached that dream).**

	All Sports Fans	White Sports Fans	African-American Sports Fans
9-10 -- Reached dream	32	37	14
7-8	37	38	34
5-6	21	18	32
3-4	6	4	13
0-2 -- Far from dream	4	3	7

**Looking ahead to 10 years from now, and thinking just about the sports world, how close do you think the sports world will be 10 years from now in achieving Dr. King's dream of equal opportunity for all regardless of race, using a scale from zero (will be very far from achieving it) to 10 (will have reached that dream).**

	All Sports Fans	White Sports Fans	African-American Sports Fans
9-10 -- Reached dream	46	52	23
7-8	30	29	36
5-6	16	14	26
3-4	5	4	8
0-2 -- Far from dream	3	1	7

Listed are a number of events that have occurred over the past 10 years or so involving African-Americans and sports. Rate how important each one is for society in showing real progress in achieving Dr. King's dream, using a zero-to-10 scale on which a "10" means that this is extremely important and shows real progress and a "0" means that this is not important at all.

**Michael Jordan becomes the first former NBA player to be the majority owner of an NBA franchise**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	7.2	42	23	25	3	7
White Sports Fans	7.1	39	24	27	3	7
African-American Sports Fans	8.2	62	16	15	3	4

**Tony Dungy and Lovie Smith are the first African-American head coaches to reach the Super Bowl, and Dungy is the first to win the Super Bowl**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	7.2	40	24	25	4	7
White Sports Fans	7.1	36	26	27	4	7
African-American Sports Fans	8.5	65	17	14	2	2

**Tiger Woods becomes the first African-American to win a major golf championship.**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	6.8	37	21	26	6	10
White Sports Fans	6.6	33	22	28	6	11
African-American Sports Fans	8.0	59	16	16	4	5

**Serena Williams is the first African-American woman to win a career grand slam in tennis.**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	7.0	36	25	27	4	8
White Sports Fans	6.8	32	26	30	4	8
African-American Sports Fans	8.3	61	19	13	3	4

**Ozzie Newsome is the first African-American NFL general manager.**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	7.0	35	25	29	4	7
White Sports Fans	6.8	32	26	31	4	7
African-American Sports Fans	8.3	60	20	14	2	4

**Shani Davis becomes the first African-American to win an individual gold medal at the Winter Olympics.**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	6.8	34	24	28	4	10
White Sports Fans	6.6	31	25	30	4	10
African-American Sports Fans	7.9	53	20	18	4	5

**LeBron James signs with the Miami Heat on his own national television show.**

	Mean	9-10	7-8	5-6	3-4	0-2
All Sports Fans	4.3	15	12	27	10	36
White Sports Fans	4.0	13	12	27	10	38
African-American Sports Fans	5.1	24	14	23	8	31

Listed are a number of facts about African-Americans in sports today. Rank each one of these facts in order from one to seven, with a "1" being the most concerning fact about African-Americans in sports and shows the most need for further progress, followed by the second most concerning fact, so you end up with "1" being the fact that is most concerning and shows the most need for further progress all the way down to "7." Please rank each item only once, from one to seven.

The graduation rate for African-American student athletes is 53% compared with 68% for white student athletes

	1 (Most)	2	3	4	5	6	7 (Least)
All Sports Fans	46	12	10	9	8	7	8
White Sports Fans	47	12	10	9	7	7	8
African-American Sports Fans	46	10	8	11	7	10	8

There is only one African-American who is the majority owner of a men's professional sports team.

	1 (Most)	2	3	4	5	6	7 (Least)
All Sports Fans	16	20	14	12	11	14	13
White Sports Fans	16	20	14	12	11	13	14
African-American Sports Fans	16	22	14	11	12	14	11

In the major professional sports (NFL, NBA, MLB), there are five African-American CEOs or presidents of organizations out of 92 teams.

	1 (Most)	2	3	4	5	6	7 (Least)
All Sports Fans	10	18	18	15	15	13	11
White Sports Fans	10	18	17	15	15	13	11
African-American Sports Fans	12	16	19	15	16	11	11

In NCAA Division I football, African-Americans represent 46% of players and 5% of head coaches.

	1 (Most)	2	3	4	5	6	7 (Least)
All Sports Fans	9	16	16	17	15	15	13
White Sports Fans	8	17	17	17	14	15	12
African-American Sports Fans	8	16	13	18	18	16	13

Among radio and television announcers, 5% are African-American in Major League Baseball, 14% in the NFL, and 18% in the NBA.

	1 (Most)	2	3	4	5	6	7 (Least)
All Sports Fans	7	13	14	16	15	16	18
White Sports Fans	8	13	14	16	14	17	18
African-American Sports Fans	4	8	15	16	15	19	22

In the major professional sports (NFL, NBA, MLB), there are 21 African-American managers or head coaches out of 92 teams

	1 (Most)	2	3	4	5	6	7 (Least)
All Sports Fans	7	12	16	17	18	17	13

	1 (Most)	2	3	4	5	6	7 (Least)
White Sports Fans	7	11	15	17	19	18	13
African-American Sports Fans	9	16	17	16	16	13	13

**In the NFL, 17% of quarterbacks are African-American**

	1 (Most)	2	3	4	5	6	7 (Least)
All Sports Fans	5	9	12	14	18	18	24
White Sports Fans	4	9	12	14	19	17	25
African-American Sports Fans	5	12	14	13	17	17	22

**Which one of the following best describes your current employment situation?**

	All Sports Fans	White Sports Fans	African-American Sports Fans
Employed full-time (35+ hours per week)	47	47	49
Employed part-time	12	11	14
Homemaker	8	8	5
Full-time student	6	5	6
Not employed	10	10	11
Retired	17	19	15

**Which of the following best describes your marital status?**

	All Sports Fans	White Sports Fans	African-American Sports Fans
Single, never married	24	21	32
Married	52	56	39
Unmarried, living with romantic partner	8	8	7
Separated	2	1	3
Divorced	11	11	13
Widowed	3	3	6

**What is the best way to describe the area where you live?**

	All Sports Fans	White Sports Fans	African-American Sports Fans
A city	29	25	48
A suburb	45	47	38
A small town	14	15	8
A rural area	12	13	6

**How much of a fan are you of the following sports? Please use a scale of one to five, on which a "1" means you are not at all a fan of the sport and a "5" means you are a very big fan of the sport.**

**NFL (National Football League)**

	Total 4-5	5	4	3	2	1
All Sports Fans	79	53	26	13	4	4
White Sports Fans	78	52	26	12	5	5
African-American Sports Fans	82	60	22	13	3	2

**MLB (Major League Baseball)**

	Total 4-5	5	4	3	2	1
All Sports Fans	55	32	23	20	12	13
White Sports Fans	57	34	23	19	12	12
African-American Sports Fans	47	23	24	23	13	17

### College football

	Total 4-5	5	4	3	2	1
All Sports Fans	55	31	24	21	11	13
White Sports Fans	56	31	25	20	11	13
African-American Sports Fans	53	33	20	23	10	14

### NBA (National Basketball Association)

	Total 4-5	5	4	3	2	1
All Sports Fans	42	21	21	21	17	20
White Sports Fans	34	14	20	23	19	24
African-American Sports Fans	76	48	28	14	5	5

### College basketball

	Total 4-5	5	4	3	2	1
All Sports Fans	39	21	18	23	16	22
White Sports Fans	37	19	18	22	17	24
African-American Sports Fans	52	30	22	24	11	13

### NHL (National Hockey League)

	Total 4-5	5	4	3	2	1
All Sports Fans	27	13	14	21	19	33
White Sports Fans	29	15	14	21	19	31
African-American Sports Fans	16	7	9	17	21	46

### NASCAR

	Total 4-5	5	4	3	2	1
All Sports Fans	26	14	12	17	16	41
White Sports Fans	27	15	12	16	16	41
African-American Sports Fans	16	7	9	18	17	49

### Professional golf

	Total 4-5	5	4	3	2	1
All Sports Fans	26	11	15	19	20	35
White Sports Fans	24	10	14	18	21	37
African-American Sports Fans	25	11	14	25	22	28

### Boxing

	Total 4-5	5	4	3	2	1
All Sports Fans	23	11	12	21	18	38
White Sports Fans	18	7	11	20	18	44
African-American Sports Fans	39	24	15	24	16	21

### Professional tennis

	Total 4-5	5	4	3	2	1
All Sports Fans	21	9	12	22	23	34



	Total 4-5	5	4	3	2	1
White Sports Fans	17	6	11	19	25	39
African-American Sports Fans	35	20	15	31	19	15

### Mixed Martial Arts

	Total 4-5	5	4	3	2	1
All Sports Fans	20	9	11	15	18	47
White Sports Fans	17	7	10	14	18	51
African-American Sports Fans	25	13	12	15	19	41

### International Soccer (for example, UEFA, La Liga, etc.)

	Total 4-5	5	4	3	2	1
All Sports Fans	16	8	8	15	18	51
White Sports Fans	15	7	8	14	18	53
African-American Sports Fans	16	9	7	15	16	53

### MLS (Major League Soccer)

	Total 4-5	5	4	3	2	1
All Sports Fans	15	6	9	16	20	49
White Sports Fans	12	4	8	15	21	52
African-American Sports Fans	17	8	9	15	19	49

## Survey demographics

### What is your age?

	All Sports Fans	White Sports Fans	African-American Sports Fans
18-24	11	10	11
25-29	9	8	9
30-34	9	9	8
35-39	9	8	12
40-44	10	9	11
45-49	11	12	9
50-54	11	11	13
55-59	9	10	9
60-64	7	8	8
65-69	7	8	5
70-74	4	4	4
75 and over	3	3	1

### What is the last grade that you completed in school?

	All Sports Fans	White Sports Fans	African-American Sports Fans
Grade school	--	--	--
Some high school	2	2	2
High school graduate	18	18	18
Some college, no degree	25	24	25
Vocational training/2-year college	13	14	11

	All Sports Fans	White Sports Fans	African-American Sports Fans
4-year college/bachelor's degree	27	27	25
Some postgraduate work, no degree	4	4	6
2 or 3 years' postgraduate work/master's degree	9	9	9
Doctoral/law degree	2	2	3

**Are you from a Hispanic or Spanish-speaking background?**

	All Sports Fans	White Sports Fans	African-American Sports Fans
Yes, Hispanic	10	7	5
No, not Hispanic	90	93	95

**What is your race -- white, black, Asian, or something else?**

	All Sports Fans	White Sports Fans	African-American Sports Fans
White	75	100	--
Black or African-American	14	--	100
Asian	5	--	--
Other	6	--	--

**Which of the following best describes where you stand between the two political parties?**

	All Sports Fans	White Sports Fans	African-American Sports Fans
Mostly Democratic	28	22	62
Leaning Democratic	17	16	16
Completely independent	21	21	16
Leaning Republican	15	17	3
Mostly Republican	19	24	3

SOURCE: ESPN