

Mayweather McGregor
Fieldwork Dates: 18th - 22nd August 2017

Conducted by YouGov
On behalf of YouGovNY

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2276 adults. Fieldwork was undertaken between 18th - 22nd August 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.



YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

HYM_q1. Do you plan on watching the Floyd Mayweather vs. Conor McGregor fight on Saturday, August 26th? Please select the option that best applies.

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
	2276	980	1296	620	680	976
Base: All US adults	2266	1123	1143	716	680	869
Yes, and I plan to watch it live	10%	14%	6%	19%	10%	3%
No, I don't plan to watch it live, but I am still interested in the fight (e.g., watch the highlights, watch full fight not live, read about it, etc.)	18%	23%	12%	19%	23%	13%
No, I don't plan to watch at all, and I have no interest in the fight	62%	54%	70%	48%	56%	79%
No, I don't plan to watch, and I have no interest in the fight	-	-	-	-	-	-
Don't know / not sure	10%	9%	11%	14%	12%	5%

HYM_q2a. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply.

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
	182	109	73	102	56	24
Base: All US adults planning on watching the fight live	226	152	74	136	68	22
I think it will be a good / exciting fight	45%	48%	38%	45%	45%	42%
I am interested to see the outcome	44%	47%	38%	36%	57%	52%
I want to see how McGregor does against a boxer	39%	40%	38%	38%	41%	40%
I want to see how Mayweather does against an MMA fighter	32%	30%	35%	33%	26%	42%
All my friends / family are watching it so I will too	32%	28%	42%	24%	45%	45%
Its something to do on a Saturday night	25%	27%	22%	22%	29%	33%
I want to see one of the fighters lose	20%	23%	14%	18%	28%	7%
I want to see McGregor lose	-	-	-	-	-	-
Other	1%	1%	1%	-	2%	-
Don't know	2%	-	7%	4%	-	-

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Region				
	Northeast	Midwest	South	West	White

HYM_q1. Do you plan on watching the Floyd Mayweather vs. Conor McGregor fight on Saturday, August 26th? Please select the option that best applies.

	Unweighted base	Northeast	Midwest	South	West	White
	2276	409	504	817	546	1631
Base: All US adults	2266	397	461	844	563	1437
Yes, and I plan to watch it live	10%	9%	4%	13%	11%	5%
No, I don't plan to watch it live, but I am still interested in the fight (e.g., watch the highlights, watch full fight not live, read about it, etc.)	18%	17%	20%	17%	17%	15%
No, I don't plan to watch at all, and I have no interest in the fight	62%	63%	67%	60%	61%	73%
No, I don't plan to watch, and I have no interest in the fight	-	-	-	-	-	-
Don't know / not sure	10%	11%	9%	10%	11%	7%

HYM_q2a. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply.

	Unweighted base	Northeast	Midwest	South	West	White
	182	29	19	85	49	73
Base: All US adults planning on watching the fight live	226	36	21	107	62	74
I think it will be a good / exciting fight	45%	47%	67%	43%	40%	46%
I am interested to see the outcome	44%	47%	38%	44%	44%	38%
I want to see how McGregor does against a boxer	39%	37%	21%	33%	57%	44%
I want to see how Mayweather does against an MMA fighter	32%	39%	50%	31%	23%	36%
All my friends / family are watching it so I will too	32%	33%	23%	38%	25%	37%
Its something to do on a Saturday night	25%	21%	26%	24%	30%	26%
I want to see one of the fighters lose	20%	29%	16%	18%	19%	22%
I want to see McGregor lose	-	-	-	-	-	-
Other	1%	-	-	1%	1%	1%
Don't know	2%	2%	-	4%	-	4%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Race		
	Black	Hispanic	Other (NET)

HYM_q1. Do you plan on watching the Floyd Mayweather vs. Conor McGregor fight on Saturday, August 26th? Please select the option that best applies.

	Unweighted base	Black	Hispanic	Other (NET)
Base: All US adults	2276	233	209	203
Base: All US adults	2266	279	348	201
Yes, and I plan to watch it live	10%	21%	18%	16%
No, I don't plan to watch it live, but I am still interested in the fight (e.g., watch the highlights, watch full fight not live, read about it, etc.)	18%	28%	19%	22%
No, I don't plan to watch at all, and I have no interest in the fight	62%	35%	45%	48%
No, I don't plan to watch, and I have no interest in the fight	-	-	-	-
Don't know / not sure	10%	16%	18%	14%

HYM_q2a. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply.

	Unweighted base	Black	Hispanic	Other (NET)
Base: All US adults planning on watching the fight live	182	43	39	27
Base: All US adults planning on watching the fight live	226	58	62	32
I think it will be a good / exciting fight	45%	36%	50%	48%
I am interested to see the outcome	44%	46%	48%	46%
I want to see how McGregor does against a boxer	39%	42%	32%	37%
I want to see how Mayweather does against an MMA fighter	32%	47%	17%	22%
All my friends / family are watching it so I will too	32%	32%	37%	11%
Its something to do on a Saturday night	25%	16%	40%	9%
I want to see one of the fighters lose	20%	19%	21%	17%
I want to see McGregor lose	-	-	-	-
Other	1%	-	-	3%
Don't know	2%	-	4%	-

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Education				
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married

HYM_q1. Do you plan on watching the Floyd Mayweather vs. Conor McGregor fight on Saturday, August 26th? Please select the option that best applies.

	Unweighted base					
	2276	825	773	442	236	1051
Base: All US adults	2266	948	714	386	218	969
Yes, and I plan to watch it live	10%	11%	10%	9%	8%	8%
No, I don't plan to watch it live, but I am still interested in the fight (e.g., watch the highlights, watch full fight not live, read about it, etc.)	18%	17%	18%	18%	19%	17%
No, I don't plan to watch at all, and I have no interest in the fight	62%	60%	61%	65%	70%	68%
No, I don't plan to watch, and I have no interest in the fight	-	-	-	-	-	-
Don't know / not sure	10%	12%	11%	7%	3%	8%

HYM_q2a. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply.

	Unweighted base					
	182	68	64	35	15	68
Base: All US adults planning on watching the fight live	226	104	70	35	16	75
I think it will be a good / exciting fight	45%	45%	52%	28%	46%	53%
I am interested to see the outcome	44%	42%	41%	44%	69%	50%
I want to see how McGregor does against a boxer	39%	32%	47%	37%	55%	36%
I want to see how Mayweather does against an MMA fighter	32%	25%	39%	31%	43%	38%
All my friends / family are watching it so I will too	32%	32%	26%	45%	35%	43%
Its something to do on a Saturday night	25%	22%	27%	29%	28%	31%
I want to see one of the fighters lose	20%	18%	20%	22%	31%	23%
I want to see McGregor lose	-	-	-	-	-	-
Other	1%	1%	-	-	5%	2%
Don't know	2%	2%	2%	3%	-	-

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Marital Status				
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

HYM_q1. Do you plan on watching the Floyd Mayweather vs. Conor McGregor fight on Saturday, August 26th? Please select the option that best applies.

	Unweighted base	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
	2276	32	240	113	726	68
Base: All US adults	2266	33	235	101	798	74
Yes, and I plan to watch it live	10%	27%	4%	3%	13%	11%
No, I don't plan to watch it live, but I am still interested in the fight (e.g., watch the highlights, watch full fight not live, read about it, etc.)	18%	27%	15%	6%	20%	22%
No, I don't plan to watch at all, and I have no interest in the fight	62%	42%	70%	84%	53%	54%
No, I don't plan to watch, and I have no interest in the fight	-	-	-	-	-	-
Don't know / not sure	10%	5%	11%	8%	13%	14%

HYM_q2a. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply.

	Unweighted base	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
	182	7	7	2	77	8
Base: All US adults planning on watching the fight live	226	9	9	3	106	8
I think it will be a good / exciting fight	45%	-	41%	-	45%	43%
I am interested to see the outcome	44%	39%	47%	66%	35%	35%
I want to see how McGregor does against a boxer	39%	9%	52%	-	41%	52%
I want to see how Mayweather does against an MMA fighter	32%	9%	23%	-	32%	9%
All my friends / family are watching it so I will too	32%	49%	23%	34%	26%	21%
Its something to do on a Saturday night	25%	13%	7%	-	28%	9%
I want to see one of the fighters lose	20%	-	24%	-	19%	9%
I want to see McGregor lose	-	-	-	-	-	-
Other	1%	-	-	-	-	-
Don't know	2%	-	-	-	5%	-

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Children under the age of 18		Income		
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

HYM_q1. Do you plan on watching the Floyd Mayweather vs. Conor McGregor fight on Saturday, August 26th? Please select the option that best applies.

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	2276	492	1725	837	662	424
Base: All US adults	2266	499	1690	879	645	392
Yes, and I plan to watch it live	10%	18%	7%	10%	9%	11%
No, I don't plan to watch it live, but I am still interested in the fight (e.g., watch the highlights, watch full fight not live, read about it, etc.)	18%	22%	16%	17%	19%	18%
No, I don't plan to watch at all, and I have no interest in the fight	62%	49%	67%	59%	65%	69%
No, I don't plan to watch, and I have no interest in the fight	-	-	-	-	-	-
Don't know / not sure	10%	12%	10%	14%	7%	3%

HYM_q2a. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply.

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	182	76	90	68	50	41
Base: All US adults planning on watching the fight live	226	87	114	92	61	43
I think it will be a good / exciting fight	45%	46%	43%	45%	45%	47%
I am interested to see the outcome	44%	44%	40%	34%	44%	59%
I want to see how McGregor does against a boxer	39%	35%	42%	25%	42%	56%
I want to see how Mayweather does against an MMA fighter	32%	40%	26%	29%	29%	42%
All my friends / family are watching it so I will too	32%	38%	30%	27%	30%	50%
Its something to do on a Saturday night	25%	22%	32%	22%	31%	34%
I want to see one of the fighters lose	20%	22%	18%	7%	27%	38%
I want to see McGregor lose	-	-	-	-	-	-
Other	1%	1%	1%	-	-	4%
Don't know	2%	2%	3%	5%	-	-

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	
	Prefer not to say

HYM_q1. Do you plan on watching the Floyd Mayweather vs. Conor McGregor fight on Saturday, August 26th? Please select the option that best applies.

	Unweighted base	2276	306
	Base: All US adults	2266	297
Yes, and I plan to watch it live		10%	5%
No, I don't plan to watch it live, but I am still interested in the fight (e.g., watch the highlights, watch full fight not live, read about it, etc.)		18%	15%
No, I don't plan to watch at all, and I have no interest in the fight		62%	62%
No, I don't plan to watch, and I have no interest in the fight		-	-
Don't know / not sure		10%	18%

HYM_q2a. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply.

	Unweighted base	182	13
	Base: All US adults planning on watching the fight live	226	15
I think it will be a good / exciting fight		45%	44%
I am interested to see the outcome		44%	36%
I want to see how McGregor does against a boxer		39%	53%
I want to see how Mayweather does against an MMA fighter		32%	24%
All my friends / family are watching it so I will too		32%	34%
Its something to do on a Saturday night		25%	12%
I want to see one of the fighters lose		20%	17%
I want to see McGregor lose		-	-
Other		1%	-
Don't know		2%	-

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total					
	Facebook	Twitter	LinkedIn	Google+	MySpace

HYM_q1. Do you plan on watching the Floyd Mayweather vs. Conor McGregor fight on Saturday, August 26th? Please select the option that best applies.

	Unweighted base	Facebook	Twitter	LinkedIn	Google+	MySpace
	2276	1682	726	575	542	115
Base: All US adults	2266	1651	711	537	560	122
Yes, and I plan to watch it live	10%	9%	11%	9%	15%	21%
No, I don't plan to watch it live, but I am still interested in the fight (e.g., watch the highlights, watch full fight not live, read about it, etc.)	18%	17%	21%	22%	20%	32%
No, I don't plan to watch at all, and I have no interest in the fight	62%	64%	61%	63%	54%	40%
No, I don't plan to watch, and I have no interest in the fight	-	-	-	-	-	-
Don't know / not sure	10%	9%	8%	6%	10%	8%

HYM_q2a. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply.

	Unweighted base	Facebook	Twitter	LinkedIn	Google+	MySpace
	182	123	71	45	74	22
Base: All US adults planning on watching the fight live	226	151	76	46	86	25
I think it will be a good / exciting fight	45%	50%	54%	48%	46%	52%
I am interested to see the outcome	44%	44%	47%	52%	42%	72%
I want to see how McGregor does against a boxer	39%	40%	42%	48%	33%	46%
I want to see how Mayweather does against an MMA fighter	32%	32%	36%	36%	36%	34%
All my friends / family are watching it so I will too	32%	37%	37%	38%	38%	45%
Its something to do on a Saturday night	25%	29%	25%	38%	27%	22%
I want to see one of the fighters lose	20%	21%	25%	32%	23%	24%
I want to see McGregor lose	-	-	-	-	-	-
Other	1%	1%	1%	-	1%	3%
Don't know	2%	2%	2%	4%	3%	-

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Social networks membership				
	Pinterest	Tumblr	Instagram	nosquare	Snapchat

HYM_q1. Do you plan on watching the Floyd Mayweather vs. Conor McGregor fight on Saturday, August 26th? Please select the option that best applies.

	Unweighted base	Pinterest	Tumblr	Instagram	nosquare	Snapchat
	2276	623	176	622	10	334
Base: All US adults	2266	561	184	626	9	354
Yes, and I plan to watch it live	10%	8%	13%	12%	25%	19%
No, I don't plan to watch it live, but I am still interested in the fight (e.g., watch the highlights, watch full fight not live, read about it, etc.)	18%	14%	18%	20%	19%	19%
No, I don't plan to watch at all, and I have no interest in the fight	62%	70%	57%	57%	56%	49%
No, I don't plan to watch, and I have no interest in the fight	-	-	-	-	-	-
Don't know / not sure	10%	8%	12%	12%	-	13%

HYM_q2a. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply.

	Unweighted base	Pinterest	Tumblr	Instagram	nosquare	Snapchat
	182	47	23	64	3	54
Base: All US adults planning on watching the fight live	226	47	23	73	2	68
I think it will be a good / exciting fight	45%	51%	32%	51%	-	52%
I am interested to see the outcome	44%	53%	54%	37%	39%	40%
I want to see how McGregor does against a boxer	39%	50%	42%	34%	32%	33%
I want to see how Mayweather does against an MMA fighter	32%	31%	31%	31%	-	33%
All my friends / family are watching it so I will too	32%	33%	39%	35%	-	38%
Its something to do on a Saturday night	25%	29%	27%	20%	29%	18%
I want to see one of the fighters lose	20%	21%	27%	19%	-	21%
I want to see McGregor lose	-	-	-	-	-	-
Other	1%	-	-	-	-	-
Don't know	2%	-	4%	3%	-	-

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total				
	Periscope	Other	Don't know	None

HYM_q1. Do you plan on watching the Floyd Mayweather vs. Conor McGregor fight on Saturday, August 26th? Please select the option that best applies.

	Unweighted base	Periscope	Other	Don't know	None
	2276	35	37	22	308
Base: All US adults	2266	34	38	21	304
Yes, and I plan to watch it live	10%	34%	9%	4%	5%
No, I don't plan to watch it live, but I am still interested in the fight (e.g., watch the highlights, watch full fight not live, read about it, etc.)	18%	18%	8%	12%	15%
No, I don't plan to watch at all, and I have no interest in the fight	62%	30%	70%	44%	67%
No, I don't plan to watch, and I have no interest in the fight	-	-	-	-	-
Don't know / not sure	10%	18%	14%	40%	13%

HYM_q2a. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply.

	Unweighted base	Periscope	Other	Don't know	None
	182	11	3	1	12
Base: All US adults planning on watching the fight live	226	11	3	1	14
I think it will be a good / exciting fight	45%	42%	46%	-	30%
I am interested to see the outcome	44%	66%	100%	-	43%
I want to see how McGregor does against a boxer	39%	50%	46%	100%	42%
I want to see how Mayweather does against an MMA fighter	32%	33%	-	-	36%
All my friends / family are watching it so I will too	32%	66%	-	-	8%
Its something to do on a Saturday night	25%	33%	-	-	8%
I want to see one of the fighters lose	20%	31%	-	-	21%
I want to see McGregor lose	-	-	-	-	-
Other	1%	-	-	-	-
Don't know	2%	-	-	-	6%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Level of interest in fight				Mayweather by knockout
	Watching live	Not watching live, interested	Not watching live, not interested	Don't know / not sure	

HYM_q1. Do you plan on watching the Floyd Mayweather vs. Conor McGregor fight on Saturday, August 26th? Please select the option that best applies.

	Unweighted base	Watching live	Not watching live, interested	Not watching live, not interested	Don't know / not sure	Mayweather by knockout
	2276	182	372	1519	203	115
Base: All US adults	2266	226	402	1409	229	129
Yes, and I plan to watch it live	10%	100%	-	-	-	43%
No, I don't plan to watch it live, but I am still interested in the fight (e.g., watch the highlights, watch full fight not live, read about it, etc.)	18%	-	100%	-	-	57%
No, I don't plan to watch at all, and I have no interest in the fight	62%	-	-	100%	-	-
No, I don't plan to watch, and I have no interest in the fight	-	-	-	-	-	-
Don't know / not sure	10%	-	-	-	100%	-

HYM_q2a. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply.

	Unweighted base	Watching live	Not watching live, interested	Not watching live, not interested	Don't know / not sure	Mayweather by knockout
	182	182	-	-	-	44
Base: All US adults planning on watching the fight live	226	226	-	-	-	56
I think it will be a good / exciting fight	45%	45%	-	-	-	38%
I am interested to see the outcome	44%	44%	-	-	-	53%
I want to see how McGregor does against a boxer	39%	39%	-	-	-	35%
I want to see how Mayweather does against an MMA fighter	32%	32%	-	-	-	37%
All my friends / family are watching it so I will too	32%	32%	-	-	-	34%
Its something to do on a Saturday night	25%	25%	-	-	-	17%
I want to see one of the fighters lose	20%	20%	-	-	-	20%
I want to see McGregor lose	-	-	-	-	-	-
Other	1%	1%	-	-	-	1%
Don't know	2%	2%	-	-	-	2%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Fight Prediction				
	Mayweather by decision	It will be a draw	McGregor by decision	McGregor by knockout	Don't know / not sure

HYM_q1. Do you plan on watching the Floyd Mayweather vs. Conor McGregor fight on Saturday, August 26th? Please select the option that best applies.

	Unweighted base	2276	168	35	63	82	91
Base: All US adults		2266	187	47	71	99	95
Yes, and I plan to watch it live	10%	33%	48%	37%	46%	15%	
No, I don't plan to watch it live, but I am still interested in the fight (e.g., watch the highlights, watch full fight not live, read about it, etc.)	18%	67%	52%	63%	54%	85%	
No, I don't plan to watch at all, and I have no interest in the fight	62%	-	-	-	-	-	
No, I don't plan to watch, and I have no interest in the fight	-	-	-	-	-	-	
Don't know / not sure	10%	-	-	-	-	-	

HYM_q2a. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply.

	Unweighted base	182	50	17	22	34	15
Base: All US adults planning on watching the fight live		226	61	22	26	46	14
I think it will be a good / exciting fight	45%	45%	34%	50%	53%	51%	
I am interested to see the outcome	44%	49%	20%	54%	34%	41%	
I want to see how McGregor does against a boxer	39%	40%	35%	39%	51%	23%	
I want to see how Mayweather does against an MMA fighter	32%	20%	30%	30%	40%	37%	
All my friends / family are watching it so I will too	32%	42%	9%	34%	25%	44%	
Its something to do on a Saturday night	25%	31%	36%	20%	24%	29%	
I want to see one of the fighters lose	20%	19%	17%	20%	25%	13%	
I want to see McGregor lose	-	-	-	-	-	-	
Other	1%	-	4%	-	-	-	
Don't know	2%	2%	3%	3%	-	6%	

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total		
	Mayweather	McGregor

HYM_q1. Do you plan on watching the Floyd Mayweather vs. Conor McGregor fight on Saturday, August 26th? Please select the option that best applies.

	Unweighted base	283	145
Base: All US adults	2266	316	169
Yes, and I plan to watch it live	10%	37%	43%
No, I don't plan to watch it live, but I am still interested in the fight (e.g., watch the highlights, watch full fight not live, read about it, etc.)	18%	63%	57%
No, I don't plan to watch at all, and I have no interest in the fight	62%	-	-
No, I don't plan to watch, and I have no interest in the fight	-	-	-
Don't know / not sure	10%	-	-

HYM_q2a. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply.

	Unweighted base	94	56
Base: All US adults planning on watching the fight live	226	117	72
I think it will be a good / exciting fight	45%	42%	52%
I am interested to see the outcome	44%	51%	41%
I want to see how McGregor does against a boxer	39%	38%	47%
I want to see how Mayweather does against an MMA fighter	32%	28%	36%
All my friends / family are watching it so I will too	32%	38%	28%
Its something to do on a Saturday night	25%	24%	23%
I want to see one of the fighters lose	20%	20%	23%
I want to see McGregor lose	-	-	-
Other	1%	1%	-
Don't know	2%	2%	1%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Mayweather vs. Pacquiao				
	Yes, I watched the whole fight live	Yes, but I only watched part of the fight live	Yes, but I didn't watch the fight live (e.g., watched whole fight later)	I did not watch any of the fight	Don't know / can't recall

HYM_q1. Do you plan on watching the Floyd Mayweather vs. Conor McGregor fight on Saturday, August 26th? Please select the option that best applies.

	Unweighted base	2276	159	66	157	1739	155
Base: All US adults	2266	208	76	178	1627	177	
Yes, and I plan to watch it live	10%	60%	36%	17%	1%	11%	
No, I don't plan to watch it live, but I am still interested in the fight (e.g., watch the highlights, watch full fight not live, read about it, etc.)	18%	24%	40%	65%	11%	13%	
No, I don't plan to watch at all, and I have no interest in the fight	62%	8%	12%	15%	82%	12%	
No, I don't plan to watch, and I have no interest in the fight	-	-	-	-	-	-	
Don't know / not sure	10%	8%	12%	3%	5%	64%	

HYM_q2a. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply.

	Unweighted base	182	93	23	27	21	18
Base: All US adults planning on watching the fight live	226	125	27	31	22	20	
I think it will be a good / exciting fight	45%	45%	49%	46%	46%	35%	
I am interested to see the outcome	44%	55%	29%	27%	38%	30%	
I want to see how McGregor does against a boxer	39%	41%	31%	52%	41%	16%	
I want to see how Mayweather does against an MMA fighter	32%	35%	48%	27%	14%	14%	
All my friends / family are watching it so I will too	32%	33%	45%	21%	26%	38%	
Its something to do on a Saturday night	25%	26%	27%	27%	25%	17%	
I want to see one of the fighters lose	20%	26%	10%	19%	11%	9%	
I want to see McGregor lose	-	-	-	-	-	-	
Other	1%	-	-	3%	4%	-	
Don't know	2%	1%	-	3%	3%	12%	

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	
	Yes, watched fight

HYM_q1. Do you plan on watching the Floyd Mayweather vs. Conor McGregor fight on Saturday, August 26th? Please select the option that best applies.

Unweighted base	2276	382
Base: All US adults	2266	462
Yes, and I plan to watch it live	10%	40%
No, I don't plan to watch it live, but I am still interested in the fight (e.g., watch the highlights, watch full fight not live, read about it, etc.)	18%	43%
No, I don't plan to watch at all, and I have no interest in the fight	62%	11%
No, I don't plan to watch, and I have no interest in the fight	-	-
Don't know / not sure	10%	7%

HYM_q2a. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply.

Unweighted base	182	143
Base: All US adults planning on watching the fight live	226	183
I think it will be a good / exciting fight	45%	46%
I am interested to see the outcome	44%	46%
I want to see how McGregor does against a boxer	39%	42%
I want to see how Mayweather does against an MMA fighter	32%	35%
All my friends / family are watching it so I will too	32%	33%
Its something to do on a Saturday night	25%	26%
I want to see one of the fighters lose	20%	22%
I want to see McGregor lose	-	-
Other	1%	0%
Don't know	2%	1%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

HYM_q3a. And where will you be watching the fight? If you are going to be watching the fight from multiple locations, please select the location that you plan to stay at the longest.

	Unweighted base	18 to 34	35 to 54	55+
Base: All US adults planning to watch the fight live	226	152	74	22
In my home	48%	51%	43%	62%
At a friend's or family member's house	29%	29%	29%	31%
At a restaurant or bar	12%	10%	16%	7%
At the fight in Las Vegas	3%	4%	2%	-
Other	2%	2%	3%	-
Don't know / not sure	5%	4%	8%	3%

HYM_q4a. Regardless of whether you plan to watch the fight live or not, who do you think will win? Please select the option that best applies.

	Unweighted base	18 to 34	35 to 54	55+
Base: All US adults interested in the fight	628	414	214	138
Mayweather by knockout	21%	22%	19%	22%
Mayweather by decision	30%	31%	28%	31%
It will be a draw	8%	8%	7%	1%
McGregor by decision	11%	11%	12%	12%
McGregor by knockout	16%	18%	12%	16%
Don't know / not sure	15%	12%	22%	18%
Net: Mayweather	50%	52%	47%	54%
Net: McGregor	27%	28%	24%	28%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Region				
	Northeast	Midwest	South	West	White

HYM_q3a. And where will you be watching the fight? If you are going to be watching the fight from multiple locations, please select the location that you plan to stay at the longest.

	Unweighted base	Northeast	Midwest	South	West	White
Base: All US adults planning to watch the fight live	182	29	19	85	49	73
Base: All US adults planning to watch the fight live	226	36	21	107	62	74
In my home	48%	47%	37%	55%	41%	56%
At a friend's or family member's house	29%	39%	37%	27%	25%	23%
At a restaurant or bar	12%	10%	13%	10%	16%	13%
At the fight in Las Vegas	3%	4%	5%	1%	6%	-
Other	2%	-	-	1%	5%	1%
Don't know / not sure	5%	-	7%	5%	8%	7%

HYM_q4a. Regardless of whether you plan to watch the fight live or not, who do you think will win? Please select the option that best applies.

	Unweighted base	Northeast	Midwest	South	West	White
Base: All US adults interested in the fight	554	98	112	209	135	302
Base: All US adults interested in the fight	628	105	111	255	157	287
Mayweather by knockout	21%	19%	20%	26%	13%	20%
Mayweather by decision	30%	35%	29%	26%	34%	30%
It will be a draw	8%	10%	6%	5%	10%	3%
McGregor by decision	11%	11%	13%	10%	11%	13%
McGregor by knockout	16%	13%	14%	18%	16%	17%
Don't know / not sure	15%	13%	18%	14%	16%	17%
Net: Mayweather	50%	53%	49%	52%	46%	50%
Net: McGregor	27%	24%	27%	28%	27%	30%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Race		
	Black	Hispanic	Other (NET)

HYM_q3a. And where will you be watching the fight? If you are going to be watching the fight from multiple locations, please select the location that you plan to stay at the longest.

	Unweighted base	Black	Hispanic	Other (NET)
Base: All US adults planning to watch the fight live	182	43	39	27
In my home	226	58	62	32
At a friend's or family member's house	48%	51%	45%	31%
At a restaurant or bar	29%	26%	41%	28%
At the fight in Las Vegas	12%	9%	8%	20%
Other	3%	3%	2%	14%
Don't know / not sure	2%	3%	2%	3%
	5%	8%	1%	5%

HYM_q4a. Regardless of whether you plan to watch the fight live or not, who do you think will win? Please select the option that best applies.

	Unweighted base	Black	Hispanic	Other (NET)
Base: All US adults interested in the fight	554	110	74	68
Mayweather by knockout	628	136	127	77
Mayweather by decision	21%	30%	18%	10%
It will be a draw	30%	30%	27%	32%
McGregor by decision	8%	10%	12%	13%
McGregor by knockout	11%	3%	13%	16%
Don't know / not sure	16%	15%	15%	14%
Net: Mayweather	15%	12%	15%	15%
Net: McGregor	50%	60%	45%	43%
	27%	18%	28%	29%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Education				
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married

HYM_q3a. And where will you be watching the fight? If you are going to be watching the fight from multiple locations, please select the location that you plan to stay at the longest.

	Unweighted base	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married
Base: All US adults planning to watch the fight live	182	68	64	35	15	68
Base: All US adults planning to watch the fight live	226	104	70	35	16	75
In my home	48%	53%	36%	56%	51%	58%
At a friend's or family member's house	29%	29%	30%	24%	38%	34%
At a restaurant or bar	12%	7%	18%	13%	11%	5%
At the fight in Las Vegas	3%	5%	2%	3%	-	-
Other	2%	1%	5%	-	-	1%
Don't know / not sure	5%	4%	9%	3%	-	2%

HYM_q4a. Regardless of whether you plan to watch the fight live or not, who do you think will win? Please select the option that best applies.

	Unweighted base	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married
Base: All US adults interested in the fight	554	195	194	110	55	237
Base: All US adults interested in the fight	628	267	196	106	59	236
Mayweather by knockout	21%	18%	22%	29%	15%	17%
Mayweather by decision	30%	30%	27%	33%	36%	31%
It will be a draw	8%	8%	8%	6%	3%	7%
McGregor by decision	11%	13%	10%	10%	9%	10%
McGregor by knockout	16%	18%	19%	7%	13%	14%
Don't know / not sure	15%	14%	15%	15%	24%	20%
Net: Mayweather	50%	47%	48%	62%	51%	48%
Net: McGregor	27%	31%	29%	17%	21%	25%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Marital Status				
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

HYM_q3a. And where will you be watching the fight? If you are going to be watching the fight from multiple locations, please select the location that you plan to stay at the longest.

	Unweighted base	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Base: All US adults planning to watch the fight live	182	7	7	2	77	8
Base: All US adults planning to watch the fight live	226	9	9	3	106	8
In my home	48%	42%	52%	34%	42%	68%
At a friend's or family member's house	29%	36%	31%	-	32%	10%
At a restaurant or bar	12%	9%	-	66%	11%	10%
At the fight in Las Vegas	3%	13%	17%	-	3%	-
Other	2%	-	-	-	3%	-
Don't know / not sure	5%	-	-	-	9%	12%

HYM_q4a. Regardless of whether you plan to watch the fight live or not, who do you think will win? Please select the option that best applies.

	Unweighted base	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Base: All US adults interested in the fight	554	15	38	9	211	22
Base: All US adults interested in the fight	628	18	44	8	267	24
Mayweather by knockout	21%	25%	12%	9%	25%	8%
Mayweather by decision	30%	28%	41%	30%	30%	10%
It will be a draw	8%	5%	4%	-	9%	12%
McGregor by decision	11%	26%	5%	30%	10%	19%
McGregor by knockout	16%	16%	21%	11%	16%	13%
Don't know / not sure	15%	-	16%	20%	10%	38%
Net: Mayweather	50%	53%	53%	39%	55%	18%
Net: McGregor	27%	42%	26%	41%	26%	32%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Children under the age of 18		Income		
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

HYM_q3a. And where will you be watching the fight? If you are going to be watching the fight from multiple locations, please select the location that you plan to stay at the longest.

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Base: All US adults planning to watch the fight live	182	76	90	68	50	41
	226	87	114	92	61	43
In my home	48%	52%	45%	52%	57%	34%
At a friend's or family member's house	29%	33%	31%	25%	24%	51%
At a restaurant or bar	12%	8%	10%	13%	7%	9%
At the fight in Las Vegas	3%	-	5%	2%	7%	-
Other	2%	1%	3%	2%	1%	-
Don't know / not sure	5%	6%	6%	7%	4%	5%

HYM_q4a. Regardless of whether you plan to watch the fight live or not, who do you think will win? Please select the option that best applies.

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Base: All US adults interested in the fight	554	181	346	200	167	108
	628	197	391	245	185	112
Mayweather by knockout	21%	19%	20%	21%	18%	23%
Mayweather by decision	30%	25%	33%	29%	31%	31%
It will be a draw	8%	9%	7%	10%	8%	3%
McGregor by decision	11%	12%	10%	14%	7%	10%
McGregor by knockout	16%	17%	15%	15%	19%	11%
Don't know / not sure	15%	18%	14%	12%	17%	21%
Net: Mayweather	50%	44%	53%	49%	49%	55%
Net: McGregor	27%	29%	25%	29%	26%	21%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	
	Prefer not to say

HYM_q3a. And where will you be watching the fight? If you are going to be watching the fight from multiple locations, please select the location that you plan to stay at the longest.

Unweighted base	182	13
Base: All US adults planning to watch the fight live	226	15
In my home	48%	36%
At a friend's or family member's house	29%	43%
At a restaurant or bar	12%	5%
At the fight in Las Vegas	3%	-
Other	2%	10%
Don't know / not sure	5%	6%

HYM_q4a. Regardless of whether you plan to watch the fight live or not, who do you think will win? Please select the option that best applies.

Unweighted base	554	59
Base: All US adults interested in the fight	628	61
Mayweather by knockout	21%	16%
Mayweather by decision	30%	35%
It will be a draw	8%	6%
McGregor by decision	11%	17%
McGregor by knockout	16%	11%
Don't know / not sure	15%	16%
Net: Mayweather	50%	51%
Net: McGregor	27%	28%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total					
	Facebook	Twitter	LinkedIn	Google+	MySpace

HYM_q3a. And where will you be watching the fight? If you are going to be watching the fight from multiple locations, please select the location that you plan to stay at the longest.

	Unweighted base	Facebook	Twitter	LinkedIn	Google+	MySpace
Base: All US adults planning to watch the fight live	182	123	71	45	74	22
	226	151	76	46	86	25
In my home	48%	49%	48%	66%	52%	51%
At a friend's or family member's house	29%	33%	37%	25%	32%	41%
At a restaurant or bar	12%	8%	5%	6%	5%	-
At the fight in Las Vegas	3%	2%	2%	2%	2%	-
Other	2%	3%	2%	-	4%	3%
Don't know / not sure	5%	5%	6%	2%	5%	5%

HYM_q4a. Regardless of whether you plan to watch the fight live or not, who do you think will win? Please select the option that best applies.

	Unweighted base	Facebook	Twitter	LinkedIn	Google+	MySpace
Base: All US adults interested in the fight	554	394	207	153	173	55
	628	440	223	163	196	64
Mayweather by knockout	21%	19%	20%	22%	17%	15%
Mayweather by decision	30%	31%	30%	29%	30%	34%
It will be a draw	8%	7%	9%	7%	11%	14%
McGregor by decision	11%	10%	11%	9%	10%	3%
McGregor by knockout	16%	15%	13%	14%	17%	18%
Don't know / not sure	15%	17%	16%	19%	17%	16%
Net: Mayweather	50%	50%	50%	52%	46%	49%
Net: McGregor	27%	25%	25%	23%	26%	21%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Social networks membership				
	Pinterest	Tumblr	Instagram	nosquare	Snapchat

HYM_q3a. And where will you be watching the fight? If you are going to be watching the fight from multiple locations, please select the location that you plan to stay at the longest.

	Unweighted base	Pinterest	Tumblr	Instagram	nosquare	Snapchat
Base: All US adults planning to watch the fight live	226	47	23	73	2	68
In my home	48%	41%	48%	44%	39%	37%
At a friend's or family member's house	29%	37%	30%	35%	61%	43%
At a restaurant or bar	12%	12%	19%	6%	-	9%
At the fight in Las Vegas	3%	4%	-	4%	-	4%
Other	2%	2%	-	3%	-	2%
Don't know / not sure	5%	4%	3%	8%	-	5%

HYM_q4a. Regardless of whether you plan to watch the fight live or not, who do you think will win? Please select the option that best applies.

	Unweighted base	Pinterest	Tumblr	Instagram	nosquare	Snapchat
Base: All US adults interested in the fight	628	128	56	198	4	134
Mayweather by knockout	21%	22%	21%	19%	22%	20%
Mayweather by decision	30%	29%	31%	28%	36%	27%
It will be a draw	8%	5%	10%	7%	-	6%
McGregor by decision	11%	10%	17%	14%	-	12%
McGregor by knockout	16%	15%	10%	14%	42%	17%
Don't know / not sure	15%	19%	11%	19%	-	17%
Net: Mayweather	50%	52%	52%	47%	58%	47%
Net: McGregor	27%	25%	26%	28%	42%	29%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total				
	Periscope	Other	Don't know	None

HYM_q3a. And where will you be watching the fight? If you are going to be watching the fight from multiple locations, please select the location that you plan to stay at the longest.

	Unweighted base	Periscope	Other	Don't know	None
Base: All US adults planning to watch the fight live	182	11	3	1	12
	226	11	3	1	14
In my home	48%	50%	54%	-	27%
At a friend's or family member's house	29%	32%	-	100%	48%
At a restaurant or bar	12%	8%	-	-	17%
At the fight in Las Vegas	3%	-	-	-	-
Other	2%	-	-	-	-
Don't know / not sure	5%	11%	46%	-	8%

HYM_q4a. Regardless of whether you plan to watch the fight live or not, who do you think will win? Please select the option that best applies.

	Unweighted base	Periscope	Other	Don't know	None
Base: All US adults interested in the fight	554	16	6	4	58
	628	18	6	3	60
Mayweather by knockout	21%	32%	30%	-	17%
Mayweather by decision	30%	19%	37%	22%	30%
It will be a draw	8%	15%	15%	-	11%
McGregor by decision	11%	11%	-	-	12%
McGregor by knockout	16%	14%	19%	-	16%
Don't know / not sure	15%	9%	-	78%	14%
Net: Mayweather	50%	50%	67%	22%	47%
Net: McGregor	27%	25%	19%	-	28%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Level of interest in fight				Mayweather by knockout
	Watching live	Not watching live, interested	Not watching live, not interested	Don't know / not sure	

HYM_q3a. And where will you be watching the fight? If you are going to be watching the fight from multiple locations, please select the location that you plan to stay at the longest.

Unweighted base	182	182	-	-	-	44
Base: All US adults planning to watch the fight live	226	226	-	-	-	56
In my home	48%	48%	-	-	-	60%
At a friend's or family member's house	29%	29%	-	-	-	22%
At a restaurant or bar	12%	12%	-	-	-	13%
At the fight in Las Vegas	3%	3%	-	-	-	-
Other	2%	2%	-	-	-	-
Don't know / not sure	5%	5%	-	-	-	5%

HYM_q4a. Regardless of whether you plan to watch the fight live or not, who do you think will win? Please select the option that best applies.

Unweighted base	554	182	372	-	-	115
Base: All US adults interested in the fight	628	226	402	-	-	129
Mayweather by knockout	21%	25%	18%	-	-	100%
Mayweather by decision	30%	27%	31%	-	-	-
It will be a draw	8%	10%	6%	-	-	-
McGregor by decision	11%	12%	11%	-	-	-
McGregor by knockout	16%	20%	13%	-	-	-
Don't know / not sure	15%	6%	20%	-	-	-
Net: Mayweather	50%	52%	50%	-	-	100%
Net: McGregor	27%	32%	24%	-	-	-

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Fight Prediction				
	Mayweather by decision	It will be a draw	McGregor by decision	McGregor by knockout	Don't know / not sure

HYM_q3a. And where will you be watching the fight? If you are going to be watching the fight from multiple locations, please select the location that you plan to stay at the longest.

	Unweighted base	182	50	17	22	34	15
Base: All US adults planning to watch the fight live		226	61	22	26	46	14
In my home		48%	36%	42%	53%	53%	38%
At a friend's or family member's house		29%	37%	37%	26%	23%	36%
At a restaurant or bar		12%	11%	4%	17%	14%	7%
At the fight in Las Vegas		3%	7%	7%	-	4%	-
Other		2%	4%	11%	-	-	-
Don't know / not sure		5%	5%	-	4%	6%	19%

HYM_q4a. Regardless of whether you plan to watch the fight live or not, who do you think will win? Please select the option that best applies.

	Unweighted base	554	168	35	63	82	91
Base: All US adults interested in the fight		628	187	47	71	99	95
Mayweather by knockout		21%	-	-	-	-	-
Mayweather by decision		30%	100%	-	-	-	-
It will be a draw		8%	-	100%	-	-	-
McGregor by decision		11%	-	-	100%	-	-
McGregor by knockout		16%	-	-	-	100%	-
Don't know / not sure		15%	-	-	-	-	100%
Net: Mayweather		50%	100%	-	-	-	-
Net: McGregor		27%	-	-	100%	100%	-

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total		
	Mayweather	McGregor

HYM_q3a. And where will you be watching the fight? If you are going to be watching the fight from multiple locations, please select the location that you plan to stay at the longest.

Unweighted base	182	94	56
Base: All US adults planning to watch the fight live	226	117	72
In my home	48%	48%	53%
At a friend's or family member's house	29%	30%	24%
At a restaurant or bar	12%	12%	15%
At the fight in Las Vegas	3%	4%	2%
Other	2%	2%	-
Don't know / not sure	5%	5%	5%

HYM_q4a. Regardless of whether you plan to watch the fight live or not, who do you think will win? Please select the option that best applies.

Unweighted base	554	283	145
Base: All US adults interested in the fight	628	316	169
Mayweather by knockout	21%	41%	-
Mayweather by decision	30%	59%	-
It will be a draw	8%	-	-
McGregor by decision	11%	-	42%
McGregor by knockout	16%	-	58%
Don't know / not sure	15%	-	-
Net: Mayweather	50%	100%	-
Net: McGregor	27%	-	100%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Mayweather vs. Pacquiao				
	Yes, I watched the whole fight live	Yes, but I only watched part of the fight live	Yes, but I didn't watch the fight live (e.g., watched whole fight later)	I did not watch any of the fight	Don't know / can't recall

HYM_q3a. And where will you be watching the fight? If you are going to be watching the fight from multiple locations, please select the location that you plan to stay at the longest.

	Unweighted base	182	93	23	27	21	18
Base: All US adults planning to watch the fight live		226	125	27	31	22	20
In my home		48%	54%	54%	44%	25%	35%
At a friend's or family member's house		29%	32%	26%	25%	21%	34%
At a restaurant or bar		12%	9%	13%	13%	25%	14%
At the fight in Las Vegas		3%	3%	-	5%	13%	-
Other		2%	-	-	7%	4%	8%
Don't know / not sure		5%	3%	7%	6%	12%	9%

HYM_q4a. Regardless of whether you plan to watch the fight live or not, who do you think will win? Please select the option that best applies.

	Unweighted base	554	136	48	123	207	40
Base: All US adults interested in the fight		628	176	58	146	205	43
Mayweather by knockout		21%	27%	18%	16%	22%	7%
Mayweather by decision		30%	35%	21%	30%	27%	32%
It will be a draw		8%	5%	10%	13%	4%	8%
McGregor by decision		11%	7%	18%	11%	12%	16%
McGregor by knockout		16%	19%	21%	14%	15%	2%
Don't know / not sure		15%	6%	13%	16%	19%	35%
Net: Mayweather		50%	62%	39%	46%	49%	39%
Net: McGregor		27%	27%	38%	25%	27%	18%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	
	Yes, watched fight

HYM_q3a. And where will you be watching the fight? If you are going to be watching the fight from multiple locations, please select the location that you plan to stay at the longest.

Unweighted base	182	143
Base: All US adults planning to watch the fight live	226	183
In my home	48%	53%
At a friend's or family member's house	29%	30%
At a restaurant or bar	12%	10%
At the fight in Las Vegas	3%	3%
Other	2%	1%
Don't know / not sure	5%	4%

HYM_q4a. Regardless of whether you plan to watch the fight live or not, who do you think will win? Please select the option that best applies.

Unweighted base	554	307
Base: All US adults interested in the fight	628	380
Mayweather by knockout	21%	21%
Mayweather by decision	30%	31%
It will be a draw	8%	9%
McGregor by decision	11%	10%
McGregor by knockout	16%	18%
Don't know / not sure	15%	11%
Net: Mayweather	50%	52%
Net: McGregor	27%	28%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

HYM_q5. To what extent do you believe MMA skills and boxing skills translate to the other sport? Please select the option that best applies.

	Unweighted base	554	328	226	211	199	144
Base: All US adults interested in the fight	628	414	214	269	221	138	
Boxing skills translate much more to MMA than MMA does to boxing	13%	15%	8%	10%	15%	17%	
Boxing skills translate somewhat more to MMA than MMA does to boxing	21%	23%	17%	19%	22%	21%	
Neither MMA nor boxing skills translate more to the other sport	22%	23%	19%	22%	27%	12%	
MMA skills translate somewhat more to boxing than boxing does to MMA	15%	15%	14%	17%	11%	18%	
MMA skills translate much more to boxing than boxing does to MMA	11%	13%	7%	13%	12%	5%	
Don't know	19%	11%	34%	20%	12%	28%	
Net: Boxing Skills to MMA	34%	38%	25%	29%	37%	38%	
Net: MMA Skills to boxing	26%	28%	22%	29%	23%	23%	

HYM_q6a_1. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Floyd Mayweather

	Unweighted base	554	328	226	211	199	144
Base: All US adults interested in the fight	628	414	214	269	221	138	
Much more about money than reputation	42%	48%	31%	43%	41%	41%	
Somewhat more about money than reputation	14%	14%	13%	21%	9%	7%	
Equally about money and reputation	26%	24%	31%	19%	31%	33%	
Somewhat more about reputation than money	4%	4%	4%	2%	5%	6%	
Much more about reputation than money	7%	5%	9%	7%	6%	7%	
Don't know	7%	5%	12%	7%	9%	5%	

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Region				
	Northeast	Midwest	South	West	White

HYM_q5. To what extent do you believe MMA skills and boxing skills translate to the other sport? Please select the option that best applies.

	Unweighted base	554	98	112	209	135	302
Base: All US adults interested in the fight		628	105	111	255	157	287
Boxing skills translate much more to MMA than MMA does to boxing		13%	9%	15%	13%	13%	11%
Boxing skills translate somewhat more to MMA than MMA does to boxing		21%	29%	26%	14%	23%	25%
Neither MMA nor boxing skills translate more to the other sport		22%	25%	17%	21%	24%	19%
MMA skills translate somewhat more to boxing than boxing does to MMA		15%	17%	12%	16%	13%	15%
MMA skills translate much more to boxing than boxing does to MMA		11%	6%	10%	13%	10%	12%
Don't know		19%	14%	20%	22%	16%	17%
Net: Boxing Skills to MMA		34%	38%	41%	27%	36%	37%
Net: MMA Skills to boxing		26%	22%	23%	30%	23%	28%

HYM_q6a_1. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Floyd Mayweather

	Unweighted base	554	98	112	209	135	302
Base: All US adults interested in the fight		628	105	111	255	157	287
Much more about money than reputation		42%	51%	36%	44%	38%	43%
Somewhat more about money than reputation		14%	14%	20%	10%	16%	14%
Equally about money and reputation		26%	22%	26%	27%	28%	23%
Somewhat more about reputation than money		4%	4%	3%	4%	5%	4%
Much more about reputation than money		7%	6%	7%	8%	5%	6%
Don't know		7%	4%	8%	8%	8%	9%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Race		
	Black	Hispanic	Other (NET)

HYM_q5. To what extent do you believe MMA skills and boxing skills translate to the other sport? Please select the option that best applies.

	Unweighted base	Black	Hispanic	Other (NET)
Base: All US adults interested in the fight	628	136	127	77
Boxing skills translate much more to MMA than MMA does to boxing	13%	11%	17%	15%
Boxing skills translate somewhat more to MMA than MMA does to boxing	21%	15%	19%	16%
Neither MMA nor boxing skills translate more to the other sport	22%	19%	23%	34%
MMA skills translate somewhat more to boxing than boxing does to MMA	15%	14%	13%	18%
MMA skills translate much more to boxing than boxing does to MMA	11%	10%	10%	8%
Don't know	19%	30%	18%	8%
Net: Boxing Skills to MMA	34%	26%	37%	32%
Net: MMA Skills to boxing	26%	24%	23%	26%

HYM_q6a_1. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Floyd Mayweather

	Unweighted base	Black	Hispanic	Other (NET)
Base: All US adults interested in the fight	628	136	127	77
Much more about money than reputation	42%	37%	45%	43%
Somewhat more about money than reputation	14%	12%	11%	19%
Equally about money and reputation	26%	33%	31%	18%
Somewhat more about reputation than money	4%	6%	1%	6%
Much more about reputation than money	7%	7%	7%	7%
Don't know	7%	5%	6%	8%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Education				
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married

HYM_q5. To what extent do you believe MMA skills and boxing skills translate to the other sport? Please select the option that best applies.

	Unweighted base	554	195	194	110	55	237
Base: All US adults interested in the fight		628	267	196	106	59	236
Boxing skills translate much more to MMA than MMA does to boxing		13%	10%	13%	21%	10%	11%
Boxing skills translate somewhat more to MMA than MMA does to boxing		21%	19%	23%	20%	23%	23%
Neither MMA nor boxing skills translate more to the other sport		22%	22%	20%	21%	24%	18%
MMA skills translate somewhat more to boxing than boxing does to MMA		15%	15%	13%	16%	20%	20%
MMA skills translate much more to boxing than boxing does to MMA		11%	12%	10%	11%	8%	10%
Don't know		19%	21%	21%	11%	15%	18%
Net: Boxing Skills to MMA		34%	29%	36%	41%	32%	34%
Net: MMA Skills to boxing		26%	27%	23%	27%	28%	30%

HYM_q6a_1. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Floyd Mayweather

	Unweighted base	554	195	194	110	55	237
Base: All US adults interested in the fight		628	267	196	106	59	236
Much more about money than reputation		42%	45%	34%	44%	49%	40%
Somewhat more about money than reputation		14%	14%	13%	16%	12%	14%
Equally about money and reputation		26%	25%	32%	26%	14%	26%
Somewhat more about reputation than money		4%	3%	5%	2%	10%	5%
Much more about reputation than money		7%	6%	8%	5%	7%	6%
Don't know		7%	6%	8%	8%	8%	9%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Marital Status				
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

HYM_q5. To what extent do you believe MMA skills and boxing skills translate to the other sport? Please select the option that best applies.

	Unweighted base	15	38	9	211	22
Base: All US adults interested in the fight	628	18	44	8	267	24
Boxing skills translate much more to MMA than MMA does to boxing	13%	13%	21%	32%	13%	7%
Boxing skills translate somewhat more to MMA than MMA does to boxing	21%	24%	26%	18%	16%	43%
Neither MMA nor boxing skills translate more to the other sport	22%	19%	16%	-	28%	10%
MMA skills translate somewhat more to boxing than boxing does to MMA	15%	10%	11%	9%	14%	5%
MMA skills translate much more to boxing than boxing does to MMA	11%	10%	-	11%	12%	10%
Don't know	19%	25%	26%	30%	17%	25%
Net: Boxing Skills to MMA	34%	37%	47%	50%	29%	50%
Net: MMA Skills to boxing	26%	20%	11%	20%	26%	15%

HYM_q6a_1. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Floyd Mayweather

	Unweighted base	15	38	9	211	22
Base: All US adults interested in the fight	628	18	44	8	267	24
Much more about money than reputation	42%	48%	42%	43%	40%	68%
Somewhat more about money than reputation	14%	16%	9%	9%	14%	12%
Equally about money and reputation	26%	16%	32%	39%	28%	14%
Somewhat more about reputation than money	4%	9%	6%	-	3%	-
Much more about reputation than money	7%	5%	5%	-	9%	-
Don't know	7%	6%	5%	10%	6%	7%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Children under the age of 18		Income		
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

HYM_q5. To what extent do you believe MMA skills and boxing skills translate to the other sport? Please select the option that best applies.

	Unweighted base	554	181	346	200	167	108
Base: All US adults interested in the fight		628	197	391	245	185	112
Boxing skills translate much more to MMA than MMA does to boxing		13%	10%	15%	14%	15%	12%
Boxing skills translate somewhat more to MMA than MMA does to boxing		21%	25%	20%	19%	23%	26%
Neither MMA nor boxing skills translate more to the other sport		22%	16%	24%	21%	17%	28%
MMA skills translate somewhat more to boxing than boxing does to MMA		15%	20%	14%	17%	15%	15%
MMA skills translate much more to boxing than boxing does to MMA		11%	10%	10%	10%	11%	11%
Don't know		19%	20%	18%	19%	19%	7%
Net: Boxing Skills to MMA		34%	35%	34%	33%	38%	38%
Net: MMA Skills to boxing		26%	30%	24%	27%	26%	26%

HYM_q6a_1. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Floyd Mayweather

	Unweighted base	554	181	346	200	167	108
Base: All US adults interested in the fight		628	197	391	245	185	112
Much more about money than reputation		42%	45%	40%	39%	41%	49%
Somewhat more about money than reputation		14%	16%	13%	10%	16%	19%
Equally about money and reputation		26%	22%	30%	33%	25%	18%
Somewhat more about reputation than money		4%	3%	4%	4%	3%	4%
Much more about reputation than money		7%	6%	6%	8%	6%	7%
Don't know		7%	7%	7%	6%	10%	3%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	
	Prefer not to say

HYM_q5. To what extent do you believe MMA skills and boxing skills translate to the other sport? Please select the option that best applies.

	Unweighted base	
	554	59
Base: All US adults interested in the fight	628	61
Boxing skills translate much more to MMA than MMA does to boxing	13%	6%
Boxing skills translate somewhat more to MMA than MMA does to boxing	21%	14%
Neither MMA nor boxing skills translate more to the other sport	22%	24%
MMA skills translate somewhat more to boxing than boxing does to MMA	15%	11%
MMA skills translate much more to boxing than boxing does to MMA	11%	9%
Don't know	19%	37%
Net: Boxing Skills to MMA	34%	20%
Net: MMA Skills to boxing	26%	19%

HYM_q6a_1. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Floyd Mayweather

	Unweighted base	
	554	59
Base: All US adults interested in the fight	628	61
Much more about money than reputation	42%	42%
Somewhat more about money than reputation	14%	11%
Equally about money and reputation	26%	22%
Somewhat more about reputation than money	4%	5%
Much more about reputation than money	7%	7%
Don't know	7%	12%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total					
	Facebook	Twitter	LinkedIn	Google+	MySpace

HYM_q5. To what extent do you believe MMA skills and boxing skills translate to the other sport? Please select the option that best applies.

	Unweighted base	554	394	207	153	173	55
Base: All US adults interested in the fight		628	440	223	163	196	64
Boxing skills translate much more to MMA than MMA does to boxing		13%	14%	14%	12%	15%	18%
Boxing skills translate somewhat more to MMA than MMA does to boxing		21%	22%	22%	22%	19%	16%
Neither MMA nor boxing skills translate more to the other sport		22%	20%	21%	20%	21%	14%
MMA skills translate somewhat more to boxing than boxing does to MMA		15%	16%	19%	18%	15%	20%
MMA skills translate much more to boxing than boxing does to MMA		11%	10%	10%	9%	10%	10%
Don't know		19%	18%	14%	18%	19%	22%
Net: Boxing Skills to MMA		34%	36%	36%	35%	34%	35%
Net: MMA Skills to boxing		26%	26%	29%	28%	26%	29%

HYM_q6a_1. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Floyd Mayweather

	Unweighted base	554	394	207	153	173	55
Base: All US adults interested in the fight		628	440	223	163	196	64
Much more about money than reputation		42%	40%	40%	43%	36%	32%
Somewhat more about money than reputation		14%	13%	15%	12%	16%	25%
Equally about money and reputation		26%	29%	30%	28%	28%	29%
Somewhat more about reputation than money		4%	4%	3%	4%	3%	2%
Much more about reputation than money		7%	6%	7%	7%	6%	6%
Don't know		7%	8%	6%	6%	11%	7%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Social networks membership				
	Pinterest	Tumblr	Instagram	nosquare	Snapchat

HYM_q5. To what extent do you believe MMA skills and boxing skills translate to the other sport? Please select the option that best applies.

	Unweighted base	554	129	50	180	5	112
Base: All US adults interested in the fight		628	128	56	198	4	134
Boxing skills translate much more to MMA than MMA does to boxing		13%	16%	25%	12%	46%	15%
Boxing skills translate somewhat more to MMA than MMA does to boxing		21%	19%	15%	22%	-	22%
Neither MMA nor boxing skills translate more to the other sport		22%	17%	18%	21%	16%	20%
MMA skills translate somewhat more to boxing than boxing does to MMA		15%	19%	27%	19%	38%	21%
MMA skills translate much more to boxing than boxing does to MMA		11%	11%	4%	10%	-	8%
Don't know		19%	18%	11%	16%	-	13%
Net: Boxing Skills to MMA		34%	35%	40%	34%	46%	37%
Net: MMA Skills to boxing		26%	30%	31%	28%	38%	29%

HYM_q6a_1. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Floyd Mayweather

	Unweighted base	554	129	50	180	5	112
Base: All US adults interested in the fight		628	128	56	198	4	134
Much more about money than reputation		42%	31%	46%	41%	80%	45%
Somewhat more about money than reputation		14%	15%	10%	14%	-	16%
Equally about money and reputation		26%	36%	35%	26%	-	20%
Somewhat more about reputation than money		4%	4%	2%	3%	-	2%
Much more about reputation than money		7%	6%	5%	8%	20%	9%
Don't know		7%	7%	3%	8%	-	8%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total				
	Periscope	Other	Don't know	None

HYM_q5. To what extent do you believe MMA skills and boxing skills translate to the other sport? Please select the option that best applies.

	Unweighted base	554	16	6	4	58
Base: All US adults interested in the fight	628	18	6	3	60	
Boxing skills translate much more to MMA than MMA does to boxing	13%	20%	14%	-	11%	
Boxing skills translate somewhat more to MMA than MMA does to boxing	21%	10%	16%	-	15%	
Neither MMA nor boxing skills translate more to the other sport	22%	-	43%	28%	27%	
MMA skills translate somewhat more to boxing than boxing does to MMA	15%	35%	13%	-	17%	
MMA skills translate much more to boxing than boxing does to MMA	11%	10%	15%	-	5%	
Don't know	19%	25%	-	72%	25%	
Net: Boxing Skills to MMA	34%	30%	30%	-	27%	
Net: MMA Skills to boxing	26%	45%	28%	-	22%	

HYM_q6a_1. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Floyd Mayweather

	Unweighted base	554	16	6	4	58
Base: All US adults interested in the fight	628	18	6	3	60	
Much more about money than reputation	42%	41%	14%	48%	45%	
Somewhat more about money than reputation	14%	25%	15%	-	13%	
Equally about money and reputation	26%	17%	55%	28%	28%	
Somewhat more about reputation than money	4%	-	16%	-	7%	
Much more about reputation than money	7%	10%	-	-	4%	
Don't know	7%	6%	-	24%	3%	

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Level of interest in fight				Mayweather by knockout
	Watching live	Not watching live, interested	Not watching live, not interested	Don't know / not sure	

HYM_q5. To what extent do you believe MMA skills and boxing skills translate to the other sport? Please select the option that best applies.

	Unweighted base	554	182	372	-	-	115
Base: All US adults interested in the fight		628	226	402	-	-	129
Boxing skills translate much more to MMA than MMA does to boxing		13%	11%	14%	-	-	28%
Boxing skills translate somewhat more to MMA than MMA does to boxing		21%	17%	23%	-	-	17%
Neither MMA nor boxing skills translate more to the other sport		22%	19%	23%	-	-	17%
MMA skills translate somewhat more to boxing than boxing does to MMA		15%	18%	13%	-	-	7%
MMA skills translate much more to boxing than boxing does to MMA		11%	18%	7%	-	-	15%
Don't know		19%	17%	20%	-	-	16%
Net: Boxing Skills to MMA		34%	29%	37%	-	-	45%
Net: MMA Skills to boxing		26%	36%	20%	-	-	21%

HYM_q6a_1. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Floyd Mayweather

	Unweighted base	554	182	372	-	-	115
Base: All US adults interested in the fight		628	226	402	-	-	129
Much more about money than reputation		42%	52%	37%	-	-	39%
Somewhat more about money than reputation		14%	14%	13%	-	-	7%
Equally about money and reputation		26%	23%	28%	-	-	33%
Somewhat more about reputation than money		4%	3%	5%	-	-	5%
Much more about reputation than money		7%	5%	8%	-	-	13%
Don't know		7%	4%	9%	-	-	3%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Fight Prediction				
	Mayweather by decision	It will be a draw	McGregor by decision	McGregor by knockout	Don't know / not sure

HYM_q5. To what extent do you believe MMA skills and boxing skills translate to the other sport? Please select the option that best applies.

	Unweighted base	168	35	63	82	91
Base: All US adults interested in the fight	628	187	47	71	99	95
Boxing skills translate much more to MMA than MMA does to boxing	13%	13%	4%	11%	8%	4%
Boxing skills translate somewhat more to MMA than MMA does to boxing	21%	19%	31%	23%	24%	18%
Neither MMA nor boxing skills translate more to the other sport	22%	26%	36%	22%	14%	19%
MMA skills translate somewhat more to boxing than boxing does to MMA	15%	18%	7%	27%	25%	6%
MMA skills translate much more to boxing than boxing does to MMA	11%	7%	2%	8%	18%	10%
Don't know	19%	16%	19%	8%	11%	44%
Net: Boxing Skills to MMA	34%	32%	35%	35%	32%	21%
Net: MMA Skills to boxing	26%	25%	9%	35%	43%	16%

HYM_q6a_1. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Floyd Mayweather

	Unweighted base	168	35	63	82	91
Base: All US adults interested in the fight	628	187	47	71	99	95
Much more about money than reputation	42%	42%	35%	49%	55%	32%
Somewhat more about money than reputation	14%	17%	29%	14%	13%	11%
Equally about money and reputation	26%	30%	27%	17%	21%	22%
Somewhat more about reputation than money	4%	4%	4%	4%	3%	4%
Much more about reputation than money	7%	4%	5%	10%	4%	3%
Don't know	7%	3%	-	7%	4%	29%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total		
	Mayweather	McGregor

HYM_q5. To what extent do you believe MMA skills and boxing skills translate to the other sport? Please select the option that best applies.

	Unweighted base	554	283	145
Base: All US adults interested in the fight		628	316	169
Boxing skills translate much more to MMA than MMA does to boxing		13%	19%	10%
Boxing skills translate somewhat more to MMA than MMA does to boxing		21%	19%	24%
Neither MMA nor boxing skills translate more to the other sport		22%	23%	17%
MMA skills translate somewhat more to boxing than boxing does to MMA		15%	13%	26%
MMA skills translate much more to boxing than boxing does to MMA		11%	10%	14%
Don't know		19%	16%	10%
Net: Boxing Skills to MMA		34%	38%	33%
Net: MMA Skills to boxing		26%	24%	40%

HYM_q6a_1. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Floyd Mayweather

	Unweighted base	554	283	145
Base: All US adults interested in the fight		628	316	169
Much more about money than reputation		42%	41%	52%
Somewhat more about money than reputation		14%	13%	13%
Equally about money and reputation		26%	31%	19%
Somewhat more about reputation than money		4%	5%	3%
Much more about reputation than money		7%	8%	7%
Don't know		7%	3%	5%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Mayweather vs. Pacquiao				
	Yes, I watched the whole fight live	Yes, but I only watched part of the fight live	Yes, but I didn't watch the fight live (e.g., watched whole fight later)	I did not watch any of the fight	Don't know / can't recall

HYM_q5. To what extent do you believe MMA skills and boxing skills translate to the other sport? Please select the option that best applies.

	Unweighted base	136	48	123	207	40
Base: All US adults interested in the fight	628	176	58	146	205	43
Boxing skills translate much more to MMA than MMA does to boxing	13%	12%	13%	15%	14%	7%
Boxing skills translate somewhat more to MMA than MMA does to boxing	21%	18%	31%	29%	18%	6%
Neither MMA nor boxing skills translate more to the other sport	22%	17%	25%	30%	21%	9%
MMA skills translate somewhat more to boxing than boxing does to MMA	15%	20%	18%	15%	12%	10%
MMA skills translate much more to boxing than boxing does to MMA	11%	19%	3%	4%	10%	10%
Don't know	19%	14%	11%	7%	25%	59%
Net: Boxing Skills to MMA	34%	30%	43%	43%	32%	14%
Net: MMA Skills to boxing	26%	39%	21%	19%	22%	19%

HYM_q6a_1. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Floyd Mayweather

	Unweighted base	136	48	123	207	40
Base: All US adults interested in the fight	628	176	58	146	205	43
Much more about money than reputation	42%	55%	33%	36%	42%	24%
Somewhat more about money than reputation	14%	15%	24%	16%	10%	9%
Equally about money and reputation	26%	21%	30%	30%	27%	25%
Somewhat more about reputation than money	4%	3%	-	4%	5%	7%
Much more about reputation than money	7%	4%	9%	9%	8%	4%
Don't know	7%	2%	3%	5%	9%	32%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	
	Yes, watched fight

HYM_q5. To what extent do you believe MMA skills and boxing skills translate to the other sport? Please select the option that best applies.

	Unweighted base	
	554	307
Base: All US adults interested in the fight	628	380
Boxing skills translate much more to MMA than MMA does to boxing	13%	13%
Boxing skills translate somewhat more to MMA than MMA does to boxing	21%	24%
Neither MMA nor boxing skills translate more to the other sport	22%	23%
MMA skills translate somewhat more to boxing than boxing does to MMA	15%	17%
MMA skills translate much more to boxing than boxing does to MMA	11%	11%
Don't know	19%	11%
Net: Boxing Skills to MMA	34%	37%
Net: MMA Skills to boxing	26%	28%

HYM_q6a_1. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Floyd Mayweather

	Unweighted base	
	554	307
Base: All US adults interested in the fight	628	380
Much more about money than reputation	42%	44%
Somewhat more about money than reputation	14%	17%
Equally about money and reputation	26%	26%
Somewhat more about reputation than money	4%	3%
Much more about reputation than money	7%	6%
Don't know	7%	4%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+
Net: More about money than reputation	56%	43%	64%	50%	48%
Net: More about reputation than money	11%	13%	10%	10%	13%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



	Region					
Total	Northeast	Midwest	South	West	White	
Net: More about money than reputation	56%	64%	56%	53%	55%	57%
Net: More about reputation than money	11%	10%	10%	12%	10%	10%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



	Race		
	Black	Hispanic	Other (NET)
Net: More about money than reputation	49%	56%	62%
Net: More about reputation than money	13%	7%	13%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



	Education					Married
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad		
Net: More about money than reputation	56%	60%	47%	59%	61%	54%
Net: More about reputation than money	11%	9%	13%	7%	17%	11%

YouGovNY
Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



	Marital Status					
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	
Net: More about money than reputation	56%	64%	51%	51%	54%	79%
Net: More about reputation than money	11%	14%	11%	-	12%	-

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



	Total	Children under the age of 18		Income		
		Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Net: More about money than reputation	56%	61%	52%	49%	57%	68%
Net: More about reputation than money	11%	10%	10%	11%	9%	12%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



	Total	Prefer not to say
Net: More about money than reputation	56%	52%
Net: More about reputation than money	11%	13%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



	Total	Facebook	Twitter	LinkedIn	Google+	MySpace
Net: More about money than reputation	56%	53%	55%	55%	53%	57%
Net: More about reputation than money	11%	10%	10%	11%	9%	8%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



	Social networks membership					
	Total	Pinterest	Tumblr	Instagram	nosquare	Snapchat
Net: More about money than reputation	56%	46%	55%	55%	80%	61%
Net: More about reputation than money	11%	11%	6%	11%	20%	11%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Periscope	Other	Don't know	None	
Net: More about money than reputation	56%	67%	29%	48%	58%
Net: More about reputation than money	11%	10%	16%	-	12%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



	Total	Level of interest in fight			Mayweather by knockout	
		Watching live	Not watching live, interested	Not watching live, not interested		Don't know / not sure
Net: More about money than reputation	56%	66%	50%	-	-	46%
Net: More about reputation than money	11%	8%	12%	-	-	18%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



	Total	Fight Prediction				
		Mayweather by decision	It will be a draw	McGregor by decision	McGregor by knockout	Don't know / not sure
Net: More about money than reputation	56%	58%	63%	63%	68%	43%
Net: More about reputation than money	11%	9%	10%	13%	7%	7%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



	Total	
	Mayweather	McGregor
Net: More about money than reputation	56%	66%
Net: More about reputation than money	11%	10%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



	Mayweather vs. Pacquiao					
	Total	Yes, I watched the whole fight live	Yes, but I only watched part of the fight live	Yes, but I didn't watch the fight live (e.g., watched whole fight later)	I did not watch any of the fight	Don't know / can't recall
Net: More about money than reputation	56%	70%	58%	52%	51%	33%
Net: More about reputation than money	11%	7%	9%	13%	13%	11%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



	Total	Yes, watched fight
Net: More about money than reputation	56%	61%
Net: More about reputation than money	11%	10%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

HYM_q6a_2. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Conor McGregor

	Unweighted base	554	328	226	211	199	144
Base: All US adults interested in the fight		628	414	214	269	221	138
Much more about money than reputation	21%		25%	14%	15%	27%	25%
Somewhat more about money than reputation	13%		15%	11%	15%	12%	11%
Equally about money and reputation	27%		25%	30%	22%	27%	37%
Somewhat more about reputation than money	13%		12%	14%	18%	10%	6%
Much more about reputation than money	16%		18%	12%	20%	14%	11%
Don't know	10%		5%	20%	10%	10%	10%
Net: More about money than reputation	35%		40%	24%	30%	39%	36%
Net: More about reputation than money	29%		30%	26%	38%	24%	18%

HYM_q7. Who do you believe is the bigger trash talker (i.e., insulting the other fighter to distract them)?

	Unweighted base	554	328	226	211	199	144
Base: All US adults that are interested in the fight		628	414	214	269	221	138
Floyd Mayweather	19%		15%	26%	18%	19%	22%
Conor McGregor	32%		39%	19%	36%	34%	23%
They both trash talk the same amount	32%		34%	29%	28%	33%	38%
Neither Floyd Mayweather or Conor McGregor are trash talkers	4%		3%	5%	5%	4%	1%
Don't know / not sure	13%		8%	21%	12%	11%	16%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Region				
	Northeast	Midwest	South	West	White

HYM_q6a_2. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Conor McGregor

	Unweighted base	554	98	112	209	135	302
Base: All US adults interested in the fight		628	105	111	255	157	287
Much more about money than reputation		21%	25%	26%	22%	15%	24%
Somewhat more about money than reputation		13%	15%	14%	13%	13%	12%
Equally about money and reputation		27%	26%	27%	25%	30%	26%
Somewhat more about reputation than money		13%	21%	11%	10%	13%	12%
Much more about reputation than money		16%	8%	12%	19%	19%	15%
Don't know		10%	6%	9%	12%	9%	10%
Net: More about money than reputation		35%	39%	40%	35%	28%	36%
Net: More about reputation than money		29%	28%	24%	28%	33%	27%

HYM_q7. Who do you believe is the bigger trash talker (i.e., insulting the other fighter to distract them)?

	Unweighted base	554	98	112	209	135	302
Base: All US adults that are interested in the fight		628	105	111	255	157	287
Floyd Mayweather		19%	19%	10%	24%	17%	18%
Conor McGregor		32%	37%	26%	33%	32%	30%
They both trash talk the same amount		32%	33%	40%	27%	35%	34%
Neither Floyd Mayweather or Conor McGregor are trash talkers		4%	3%	5%	3%	3%	2%
Don't know / not sure		13%	9%	18%	12%	13%	16%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Race		
	Black	Hispanic	Other (NET)

HYM_q6a_2. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Conor McGregor

	Unweighted base	554	110	74	68
Base: All US adults interested in the fight		628	136	127	77
Much more about money than reputation		21%	23%	15%	18%
Somewhat more about money than reputation		13%	14%	15%	15%
Equally about money and reputation		27%	25%	34%	21%
Somewhat more about reputation than money		13%	9%	13%	21%
Much more about reputation than money		16%	15%	16%	21%
Don't know		10%	14%	8%	5%
Net: More about money than reputation		35%	37%	29%	33%
Net: More about reputation than money		29%	24%	28%	42%

HYM_q7. Who do you believe is the bigger trash talker (i.e., insulting the other fighter to distract them)?

	Unweighted base	554	110	74	68
Base: All US adults that are interested in the fight		628	136	127	77
Floyd Mayweather		19%	28%	13%	15%
Conor McGregor		32%	23%	43%	40%
They both trash talk the same amount		32%	34%	30%	27%
Neither Floyd Mayweather or Conor McGregor are trash talkers		4%	5%	3%	8%
Don't know / not sure		13%	9%	11%	10%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Education				
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married

HYM_q6a_2. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Conor McGregor

	Unweighted base	554	195	194	110	55	237
Base: All US adults interested in the fight		628	267	196	106	59	236
Much more about money than reputation		21%	19%	18%	24%	35%	25%
Somewhat more about money than reputation		13%	19%	8%	13%	7%	13%
Equally about money and reputation		27%	26%	28%	32%	17%	28%
Somewhat more about reputation than money		13%	11%	15%	8%	18%	11%
Much more about reputation than money		16%	17%	15%	14%	18%	13%
Don't know		10%	8%	15%	8%	5%	10%
Net: More about money than reputation		35%	38%	27%	37%	42%	38%
Net: More about reputation than money		29%	29%	30%	22%	36%	24%

HYM_q7. Who do you believe is the bigger trash talker (i.e., insulting the other fighter to distract them)?

	Unweighted base	554	195	194	110	55	237
Base: All US adults that are interested in the fight		628	267	196	106	59	236
Floyd Mayweather		19%	21%	17%	21%	11%	21%
Conor McGregor		32%	34%	29%	35%	33%	31%
They both trash talk the same amount		32%	33%	34%	28%	34%	31%
Neither Floyd Mayweather or Conor McGregor are trash talkers		4%	1%	6%	6%	2%	4%
Don't know / not sure		13%	11%	14%	11%	20%	13%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Marital Status				
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

HYM_q6a_2. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Conor McGregor

	Unweighted base	554	15	38	9	211	22
Base: All US adults interested in the fight		628	18	44	8	267	24
Much more about money than reputation		21%	14%	21%	-	21%	3%
Somewhat more about money than reputation		13%	10%	4%	21%	15%	28%
Equally about money and reputation		27%	30%	41%	48%	25%	22%
Somewhat more about reputation than money		13%	20%	13%	-	11%	26%
Much more about reputation than money		16%	20%	14%	22%	17%	14%
Don't know		10%	6%	7%	10%	11%	7%
Net: More about money than reputation		35%	23%	25%	21%	36%	31%
Net: More about reputation than money		29%	40%	27%	22%	28%	40%

HYM_q7. Who do you believe is the bigger trash talker (i.e., insulting the other fighter to distract them)?

	Unweighted base	554	15	38	9	211	22
Base: All US adults that are interested in the fight		628	18	44	8	267	24
Floyd Mayweather		19%	45%	13%	31%	16%	23%
Conor McGregor		32%	9%	21%	30%	37%	24%
They both trash talk the same amount		32%	34%	43%	20%	31%	40%
Neither Floyd Mayweather or Conor McGregor are trash talkers		4%	13%	-	-	3%	3%
Don't know / not sure		13%	-	24%	20%	12%	11%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Children under the age of 18		Income		
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

HYM_q6a_2. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Conor McGregor

	Unweighted base	554	181	346	200	167	108
Base: All US adults interested in the fight		628	197	391	245	185	112
Much more about money than reputation	21%		19%	23%	15%	22%	33%
Somewhat more about money than reputation	13%		15%	13%	13%	14%	19%
Equally about money and reputation	27%		26%	29%	31%	26%	22%
Somewhat more about reputation than money	13%		15%	9%	12%	12%	10%
Much more about reputation than money	16%		12%	17%	17%	14%	12%
Don't know	10%		12%	9%	11%	12%	4%
Net: More about money than reputation	35%		34%	36%	28%	36%	52%
Net: More about reputation than money	29%		27%	26%	29%	26%	22%

HYM_q7. Who do you believe is the bigger trash talker (i.e., insulting the other fighter to distract them)?

	Unweighted base	554	181	346	200	167	108
Base: All US adults that are interested in the fight		628	197	391	245	185	112
Floyd Mayweather	19%		24%	16%	21%	21%	17%
Conor McGregor	32%		28%	34%	31%	27%	43%
They both trash talk the same amount	32%		30%	33%	31%	37%	29%
Neither Floyd Mayweather or Conor McGregor are trash talkers	4%		3%	4%	3%	5%	1%
Don't know / not sure	13%		14%	13%	15%	10%	10%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	
	Prefer not to say

HYM_q6a_2. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Conor McGregor

	Unweighted base	554	59
Base: All US adults interested in the fight		628	61
Much more about money than reputation	21%		23%
Somewhat more about money than reputation	13%		5%
Equally about money and reputation	27%		30%
Somewhat more about reputation than money	13%		11%
Much more about reputation than money	16%		23%
Don't know	10%		9%
Net: More about money than reputation		35%	28%
Net: More about reputation than money		29%	34%

HYM_q7. Who do you believe is the bigger trash talker (i.e., insulting the other fighter to distract them)?

	Unweighted base	554	59
Base: All US adults that are interested in the fight		628	61
Floyd Mayweather	19%		10%
Conor McGregor	32%		35%
They both trash talk the same amount	32%		29%
Neither Floyd Mayweather or Conor McGregor are trash talkers	4%		3%
Don't know / not sure	13%		22%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total					
	Facebook	Twitter	LinkedIn	Google+	MySpace

HYM_q6a_2. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Conor McGregor

	Unweighted base	554	394	207	153	173	55
Base: All US adults interested in the fight		628	440	223	163	196	64
Much more about money than reputation		21%	20%	26%	23%	18%	15%
Somewhat more about money than reputation		13%	15%	9%	10%	17%	6%
Equally about money and reputation		27%	29%	29%	28%	24%	38%
Somewhat more about reputation than money		13%	11%	14%	13%	15%	18%
Much more about reputation than money		16%	14%	14%	18%	12%	13%
Don't know		10%	11%	7%	7%	13%	8%
Net: More about money than reputation		35%	35%	36%	34%	35%	22%
Net: More about reputation than money		29%	25%	29%	31%	27%	31%

HYM_q7. Who do you believe is the bigger trash talker (i.e., insulting the other fighter to distract them)?

	Unweighted base	554	394	207	153	173	55
Base: All US adults that are interested in the fight		628	440	223	163	196	64
Floyd Mayweather		19%	18%	19%	14%	24%	18%
Conor McGregor		32%	34%	34%	36%	27%	30%
They both trash talk the same amount		32%	32%	33%	35%	33%	37%
Neither Floyd Mayweather or Conor McGregor are trash talkers		4%	3%	3%	2%	3%	5%
Don't know / not sure		13%	14%	10%	13%	13%	10%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Social networks membership				
	Pinterest	Tumblr	Instagram	nosquare	Snapchat

HYM_q6a_2. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Conor McGregor

	Unweighted base	554	129	50	180	5	112
Base: All US adults interested in the fight		628	128	56	198	4	134
Much more about money than reputation		21%	17%	17%	18%	16%	24%
Somewhat more about money than reputation		13%	10%	16%	16%	24%	15%
Equally about money and reputation		27%	34%	37%	25%	38%	19%
Somewhat more about reputation than money		13%	15%	12%	18%	-	13%
Much more about reputation than money		16%	14%	13%	12%	22%	17%
Don't know		10%	10%	4%	10%	-	11%
Net: More about money than reputation		35%	27%	33%	34%	40%	39%
Net: More about reputation than money		29%	29%	25%	30%	22%	30%

HYM_q7. Who do you believe is the bigger trash talker (i.e., insulting the other fighter to distract them)?

	Unweighted base	554	129	50	180	5	112
Base: All US adults that are interested in the fight		628	128	56	198	4	134
Floyd Mayweather		19%	20%	16%	18%	46%	20%
Conor McGregor		32%	29%	38%	32%	20%	35%
They both trash talk the same amount		32%	36%	40%	38%	34%	35%
Neither Floyd Mayweather or Conor McGregor are trash talkers		4%	2%	-	3%	-	2%
Don't know / not sure		13%	13%	6%	9%	-	9%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total				
	Periscope	Other	Don't know	None

HYM_q6a_2. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Conor McGregor

	Unweighted base	554	16	6	4	58
Base: All US adults interested in the fight		628	18	6	3	60
Much more about money than reputation		21%	13%	-	26%	33%
Somewhat more about money than reputation		13%	11%	-	22%	4%
Equally about money and reputation		27%	28%	-	28%	35%
Somewhat more about reputation than money		13%	23%	15%	-	5%
Much more about reputation than money		16%	15%	69%	-	15%
Don't know		10%	11%	16%	24%	9%
Net: More about money than reputation		35%	24%	-	48%	37%
Net: More about reputation than money		29%	38%	84%	-	20%

HYM_q7. Who do you believe is the bigger trash talker (i.e., insulting the other fighter to distract them)?

	Unweighted base	554	16	6	4	58
Base: All US adults that are interested in the fight		628	18	6	3	60
Floyd Mayweather		19%	30%	29%	22%	23%
Conor McGregor		32%	39%	37%	-	19%
They both trash talk the same amount		32%	24%	16%	28%	36%
Neither Floyd Mayweather or Conor McGregor are trash talkers		4%	7%	19%	26%	3%
Don't know / not sure		13%	-	-	24%	18%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Level of interest in fight				Mayweather by knockout
	Watching live	Not watching live, interested	Not watching live, not interested	Don't know / not sure	

HYM_q6a_2. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Conor McGregor

	Unweighted base	554	182	372	-	-	115
Base: All US adults interested in the fight		628	226	402	-	-	129
Much more about money than reputation		21%	20%	22%	-	-	24%
Somewhat more about money than reputation		13%	20%	10%	-	-	11%
Equally about money and reputation		27%	22%	30%	-	-	28%
Somewhat more about reputation than money		13%	13%	13%	-	-	9%
Much more about reputation than money		16%	18%	15%	-	-	18%
Don't know		10%	8%	11%	-	-	11%
Net: More about money than reputation		35%	40%	32%	-	-	34%
Net: More about reputation than money		29%	30%	28%	-	-	27%

HYM_q7. Who do you believe is the bigger trash talker (i.e., insulting the other fighter to distract them)?

	Unweighted base	554	182	372	-	-	115
Base: All US adults that are interested in the fight		628	226	402	-	-	129
Floyd Mayweather		19%	24%	16%	-	-	24%
Conor McGregor		32%	37%	30%	-	-	36%
They both trash talk the same amount		32%	28%	35%	-	-	31%
Neither Floyd Mayweather or Conor McGregor are trash talkers		4%	5%	3%	-	-	3%
Don't know / not sure		13%	6%	16%	-	-	7%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Fight Prediction				
	Mayweather by decision	It will be a draw	McGregor by decision	McGregor by knockout	Don't know / not sure

HYM_q6a_2. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Conor McGregor

	Unweighted base	554	168	35	63	82	91
Base: All US adults interested in the fight		628	187	47	71	99	95
Much more about money than reputation		21%	25%	13%	21%	19%	17%
Somewhat more about money than reputation		13%	19%	15%	19%	9%	6%
Equally about money and reputation		27%	25%	39%	25%	27%	25%
Somewhat more about reputation than money		13%	16%	17%	13%	13%	8%
Much more about reputation than money		16%	11%	14%	19%	26%	11%
Don't know		10%	3%	2%	4%	5%	34%
Net: More about money than reputation		35%	44%	28%	40%	28%	23%
Net: More about reputation than money		29%	27%	31%	31%	39%	19%

HYM_q7. Who do you believe is the bigger trash talker (i.e., insulting the other fighter to distract them)?

	Unweighted base	554	168	35	63	82	91
Base: All US adults that are interested in the fight		628	187	47	71	99	95
Floyd Mayweather		19%	20%	8%	16%	25%	11%
Conor McGregor		32%	32%	29%	36%	40%	20%
They both trash talk the same amount		32%	32%	42%	43%	27%	28%
Neither Floyd Mayweather or Conor McGregor are trash talkers		4%	4%	10%	-	6%	2%
Don't know / not sure		13%	12%	11%	4%	2%	40%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total		
	Mayweather	McGregor

HYM_q6a_2. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Conor McGregor

	Unweighted base	554	283	145
Base: All US adults interested in the fight		628	316	169
Much more about money than reputation	21%		24%	20%
Somewhat more about money than reputation	13%		16%	13%
Equally about money and reputation	27%		26%	26%
Somewhat more about reputation than money	13%		13%	13%
Much more about reputation than money	16%		14%	23%
Don't know	10%		6%	5%
Net: More about money than reputation	35%		40%	33%
Net: More about reputation than money	29%		27%	36%

HYM_q7. Who do you believe is the bigger trash talker (i.e., insulting the other fighter to distract them)?

	Unweighted base	554	283	145
Base: All US adults that are interested in the fight		628	316	169
Floyd Mayweather	19%		22%	21%
Conor McGregor	32%		33%	39%
They both trash talk the same amount	32%		31%	34%
Neither Floyd Mayweather or Conor McGregor are trash talkers	4%		3%	3%
Don't know / not sure	13%		10%	3%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Mayweather vs. Pacquiao				
	Yes, I watched the whole fight live	Yes, but I only watched part of the fight live	Yes, but I didn't watch the fight live (e.g., watched whole fight later)	I did not watch any of the fight	Don't know / can't recall

HYM_q6a_2. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Conor McGregor

	Unweighted base	554	136	48	123	207	40
Base: All US adults interested in the fight		628	176	58	146	205	43
Much more about money than reputation		21%	20%	29%	20%	21%	20%
Somewhat more about money than reputation		13%	24%	9%	11%	8%	8%
Equally about money and reputation		27%	18%	25%	34%	30%	23%
Somewhat more about reputation than money		13%	14%	12%	13%	13%	6%
Much more about reputation than money		16%	18%	17%	17%	15%	6%
Don't know		10%	6%	8%	4%	13%	37%
Net: More about money than reputation		35%	44%	38%	32%	29%	28%
Net: More about reputation than money		29%	32%	29%	31%	28%	12%

HYM_q7. Who do you believe is the bigger trash talker (i.e., insulting the other fighter to distract them)?

	Unweighted base	554	136	48	123	207	40
Base: All US adults that are interested in the fight		628	176	58	146	205	43
Floyd Mayweather		19%	26%	23%	9%	22%	7%
Conor McGregor		32%	36%	36%	41%	25%	17%
They both trash talk the same amount		32%	32%	35%	34%	34%	16%
Neither Floyd Mayweather or Conor McGregor are trash talkers		4%	3%	1%	5%	4%	2%
Don't know / not sure		13%	2%	5%	11%	16%	58%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	
	Yes, watched fight

HYM_q6a_2. And for each fighter, to what extent do you think this fight is about money or their reputation? Please select one option on each row.

- Conor McGregor

	Unweighted base	554	307
Base: All US adults interested in the fight		628	380
Much more about money than reputation		21%	21%
Somewhat more about money than reputation		13%	17%
Equally about money and reputation		27%	26%
Somewhat more about reputation than money		13%	13%
Much more about reputation than money		16%	18%
Don't know		10%	5%
Net: More about money than reputation		35%	38%
Net: More about reputation than money		29%	31%

HYM_q7. Who do you believe is the bigger trash talker (i.e., insulting the other fighter to distract them)?

	Unweighted base	554	307
Base: All US adults that are interested in the fight		628	380
Floyd Mayweather		19%	19%
Conor McGregor		32%	38%
They both trash talk the same amount		32%	33%
Neither Floyd Mayweather or Conor McGregor are trash talkers		4%	4%
Don't know / not sure		13%	6%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

HYM_q8. Did you watch the Manny Pacquiao vs. Floyd Mayweather fight on May 2nd, 2015? Please select the option that best applies.

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
	2276	980	1296	620	680	976
Base: All US adults	2266	1123	1143	716	680	869
Yes, I watched the whole fight live	9%	13%	5%	16%	10%	3%
Yes, but I only watched part of the fight live	3%	3%	3%	8%	1%	1%
Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	8%	11%	5%	10%	10%	4%
I did not watch any of the fight	72%	66%	78%	53%	71%	88%
Don't know / can't recall	8%	7%	9%	14%	8%	3%
Net: Yes, watched the fight	20%	28%	13%	34%	21%	9%

HYM_q9. And, overall, to what extent were you satisfied or dissatisfied with the Pacquiao vs. Mayweather fight? Please select the option that best applies.

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
	382	223	159	185	121	76
Base: All US adults that watched the Pacquiao vs. Mayweather fight	462	310	152	241	144	76
Very satisfied	15%	15%	15%	17%	16%	5%
Somewhat satisfied	23%	22%	26%	29%	17%	19%
Neither satisfied nor dissatisfied	21%	20%	24%	20%	25%	19%
Somewhat dissatisfied	15%	14%	18%	9%	19%	27%
Very dissatisfied	21%	26%	11%	20%	20%	28%
Don't know / can't recall	4%	3%	6%	6%	3%	2%
Net: Satisfied	38%	37%	41%	46%	33%	23%
Net: Dissatisfied	36%	40%	29%	29%	39%	55%

Cell Contents (Column Percentages)

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Region				
	Northeast	Midwest	South	West	White

HYM_q8. Did you watch the Manny Pacquiao vs. Floyd Mayweather fight on May 2nd, 2015? Please select the option that best applies.

	Unweighted base	Northeast	Midwest	South	West	White
	2276	409	504	817	546	1631
Base: All US adults	2266	397	461	844	563	1437
Yes, I watched the whole fight live	9%	8%	6%	11%	10%	4%
Yes, but I only watched part of the fight live	3%	4%	2%	4%	3%	2%
Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	8%	7%	7%	9%	8%	6%
I did not watch any of the fight	72%	71%	77%	69%	72%	83%
Don't know / can't recall	8%	10%	8%	8%	7%	5%
Net: Yes, watched the fight	20%	19%	15%	23%	21%	12%

HYM_q9. And, overall, to what extent were you satisfied or dissatisfied with the Pacquiao vs. Mayweather fight? Please select the option that best applies.

	Unweighted base	Northeast	Midwest	South	West	White
	382	69	67	151	95	178
Base: All US adults that watched the Pacquiao vs. Mayweather fight	462	75	69	198	120	172
Very satisfied	15%	15%	15%	17%	11%	10%
Somewhat satisfied	23%	32%	21%	25%	17%	25%
Neither satisfied nor dissatisfied	21%	20%	28%	14%	29%	28%
Somewhat dissatisfied	15%	24%	11%	13%	15%	16%
Very dissatisfied	21%	8%	16%	27%	24%	16%
Don't know / can't recall	4%	1%	9%	4%	4%	5%
Net: Satisfied	38%	47%	36%	42%	27%	34%
Net: Dissatisfied	36%	32%	27%	40%	39%	32%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Race		
	Black	Hispanic	Other (NET)

HYM_q8. Did you watch the Manny Pacquiao vs. Floyd Mayweather fight on May 2nd, 2015? Please select the option that best applies.

	Unweighted base	Black	Hispanic	Other (NET)
Base: All US adults	2276	233	209	203
Yes, I watched the whole fight live	2266	279	348	201
Yes, but I only watched part of the fight live	9%	19%	22%	12%
Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	3%	7%	5%	5%
I did not watch any of the fight	8%	10%	11%	11%
Don't know / can't recall	72%	49%	50%	60%
Net: Yes, watched the fight	8%	15%	12%	12%
	20%	36%	38%	28%

HYM_q9. And, overall, to what extent were you satisfied or dissatisfied with the Pacquiao vs. Mayweather fight? Please select the option that best applies.

	Unweighted base	Black	Hispanic	Other (NET)
Base: All US adults that watched the Pacquiao vs. Mayweather fight	382	79	75	50
Very satisfied	462	102	132	56
Somewhat satisfied	15%	27%	12%	14%
Neither satisfied nor dissatisfied	23%	27%	17%	28%
Somewhat dissatisfied	21%	19%	16%	16%
Very dissatisfied	15%	8%	19%	16%
Don't know / can't recall	21%	14%	34%	21%
Net: Satisfied	4%	4%	3%	5%
Net: Dissatisfied	38%	55%	29%	42%
	36%	22%	53%	37%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Education				
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married

HYM_q8. Did you watch the Manny Pacquiao vs. Floyd Mayweather fight on May 2nd, 2015? Please select the option that best applies.

	Unweighted base	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married
	2276	825	773	442	236	1051
Base: All US adults	2266	948	714	386	218	969
Yes, I watched the whole fight live	9%	10%	9%	8%	7%	7%
Yes, but I only watched part of the fight live	3%	3%	4%	3%	3%	3%
Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	8%	6%	10%	9%	7%	6%
I did not watch any of the fight	72%	71%	69%	74%	77%	78%
Don't know / can't recall	8%	9%	8%	6%	6%	6%
Net: Yes, watched the fight	20%	20%	23%	20%	17%	16%

HYM_q9. And, overall, to what extent were you satisfied or dissatisfied with the Pacquiao vs. Mayweather fight? Please select the option that best applies.

	Unweighted base	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married
	382	118	154	76	34	154
Base: All US adults that watched the Pacquiao vs. Mayweather fight	462	186	161	77	38	154
Very satisfied	15%	18%	12%	18%	5%	14%
Somewhat satisfied	23%	23%	25%	24%	20%	29%
Neither satisfied nor dissatisfied	21%	21%	24%	16%	23%	16%
Somewhat dissatisfied	15%	13%	13%	21%	23%	23%
Very dissatisfied	21%	23%	18%	22%	27%	15%
Don't know / can't recall	4%	3%	8%	-	3%	4%
Net: Satisfied	38%	40%	37%	41%	25%	43%
Net: Dissatisfied	36%	35%	31%	43%	50%	38%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Marital Status				
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

HYM_q8. Did you watch the Manny Pacquiao vs. Floyd Mayweather fight on May 2nd, 2015? Please select the option that best applies.

	Unweighted base	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
	2276	32	240	113	726	68
Base: All US adults	2266	33	235	101	798	74
Yes, I watched the whole fight live	9%	32%	5%	2%	12%	15%
Yes, but I only watched part of the fight live	3%	-	1%	1%	5%	2%
Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	8%	-	5%	1%	11%	13%
I did not watch any of the fight	72%	63%	80%	90%	62%	61%
Don't know / can't recall	8%	4%	8%	7%	10%	10%
Net: Yes, watched the fight	20%	32%	12%	3%	28%	30%

HYM_q9. And, overall, to what extent were you satisfied or dissatisfied with the Pacquiao vs. Mayweather fight? Please select the option that best applies.

	Unweighted base	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
	382	8	20	4	166	15
Base: All US adults that watched the Pacquiao vs. Mayweather fight	462	11	27	3	224	22
Very satisfied	15%	16%	9%	23%	15%	23%
Somewhat satisfied	23%	43%	8%	22%	19%	22%
Neither satisfied nor dissatisfied	21%	-	29%	-	25%	33%
Somewhat dissatisfied	15%	-	17%	32%	10%	23%
Very dissatisfied	21%	41%	36%	23%	25%	-
Don't know / can't recall	4%	-	-	-	6%	-
Net: Satisfied	38%	59%	17%	45%	34%	45%
Net: Dissatisfied	36%	41%	53%	55%	35%	23%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Children under the age of 18		Income		
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

HYM_q8. Did you watch the Manny Pacquiao vs. Floyd Mayweather fight on May 2nd, 2015? Please select the option that best applies.

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	2276	492	1725	837	662	424
Base: All US adults	2266	499	1690	879	645	392
Yes, I watched the whole fight live	9%	15%	7%	10%	8%	10%
Yes, but I only watched part of the fight live	3%	6%	2%	4%	4%	4%
Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	8%	8%	8%	8%	8%	9%
I did not watch any of the fight	72%	62%	76%	70%	76%	74%
Don't know / can't recall	8%	10%	7%	9%	5%	3%
Net: Yes, watched the fight	20%	29%	17%	22%	19%	23%

HYM_q9. And, overall, to what extent were you satisfied or dissatisfied with the Pacquiao vs. Mayweather fight? Please select the option that best applies.

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	382	125	236	144	109	81
Base: All US adults that watched the Pacquiao vs. Mayweather fight	462	142	287	193	125	89
Very satisfied	15%	19%	12%	18%	15%	9%
Somewhat satisfied	23%	27%	20%	18%	30%	25%
Neither satisfied nor dissatisfied	21%	22%	22%	25%	17%	17%
Somewhat dissatisfied	15%	16%	16%	13%	11%	26%
Very dissatisfied	21%	13%	25%	21%	27%	18%
Don't know / can't recall	4%	3%	5%	4%	1%	5%
Net: Satisfied	38%	46%	32%	37%	44%	34%
Net: Dissatisfied	36%	29%	40%	34%	38%	44%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	
	Prefer not to say

HYM_q8. Did you watch the Manny Pacquiao vs. Floyd Mayweather fight on May 2nd, 2015? Please select the option that best applies.

	Unweighted base	
	2276	306
Base: All US adults	2266	297
Yes, I watched the whole fight live	9%	5%
Yes, but I only watched part of the fight live	3%	0%
Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	8%	8%
I did not watch any of the fight	72%	69%
Don't know / can't recall	8%	18%
Net: Yes, watched the fight	20%	13%

HYM_q9. And, overall, to what extent were you satisfied or dissatisfied with the Pacquiao vs. Mayweather fight? Please select the option that best applies.

	Unweighted base	
	382	37
Base: All US adults that watched the Pacquiao vs. Mayweather fight	462	39
Very satisfied	15%	10%
Somewhat satisfied	23%	10%
Neither satisfied nor dissatisfied	21%	35%
Somewhat dissatisfied	15%	16%
Very dissatisfied	21%	14%
Don't know / can't recall	4%	15%
Net: Satisfied	38%	20%
Net: Dissatisfied	36%	30%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total					
	Facebook	Twitter	LinkedIn	Google+	MySpace

HYM_q8. Did you watch the Manny Pacquiao vs. Floyd Mayweather fight on May 2nd, 2015? Please select the option that best applies.

	Unweighted base	Facebook	Twitter	LinkedIn	Google+	MySpace
	2276	1682	726	575	542	115
Base: All US adults	2266	1651	711	537	560	122
Yes, I watched the whole fight live	9%	8%	9%	8%	13%	23%
Yes, but I only watched part of the fight live	3%	4%	5%	3%	5%	7%
Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	8%	7%	9%	8%	10%	8%
I did not watch any of the fight	72%	74%	70%	76%	64%	54%
Don't know / can't recall	8%	6%	7%	5%	9%	8%
Net: Yes, watched the fight	20%	19%	24%	19%	28%	38%

HYM_q9. And, overall, to what extent were you satisfied or dissatisfied with the Pacquiao vs. Mayweather fight? Please select the option that best applies.

	Unweighted base	Facebook	Twitter	LinkedIn	Google+	MySpace
	382	265	153	91	130	37
Base: All US adults that watched the Pacquiao vs. Mayweather fight	462	321	169	104	155	46
Very satisfied	15%	15%	14%	14%	20%	19%
Somewhat satisfied	23%	24%	26%	23%	30%	31%
Neither satisfied nor dissatisfied	21%	18%	23%	18%	20%	16%
Somewhat dissatisfied	15%	17%	14%	23%	12%	9%
Very dissatisfied	21%	21%	19%	18%	14%	23%
Don't know / can't recall	4%	5%	6%	4%	4%	2%
Net: Satisfied	38%	39%	39%	37%	50%	50%
Net: Dissatisfied	36%	38%	32%	41%	25%	33%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Social networks membership				
	Pinterest	Tumblr	Instagram	nosquare	Snapchat

HYM_q8. Did you watch the Manny Pacquiao vs. Floyd Mayweather fight on May 2nd, 2015? Please select the option that best applies.

	Unweighted base	Pinterest	Tumblr	Instagram	nosquare	Snapchat
	2276	623	176	622	10	334
Base: All US adults	2266	561	184	626	9	354
Yes, I watched the whole fight live	9%	8%	13%	11%	-	14%
Yes, but I only watched part of the fight live	3%	3%	9%	6%	-	9%
Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	8%	6%	8%	10%	17%	13%
I did not watch any of the fight	72%	78%	62%	66%	83%	56%
Don't know / can't recall	8%	5%	8%	8%	-	9%
Net: Yes, watched the fight	20%	17%	29%	27%	17%	36%

HYM_q9. And, overall, to what extent were you satisfied or dissatisfied with the Pacquiao vs. Mayweather fight? Please select the option that best applies.

	Unweighted base	Pinterest	Tumblr	Instagram	nosquare	Snapchat
	382	92	48	143	2	102
Base: All US adults that watched the Pacquiao vs. Mayweather fight	462	93	54	166	2	127
Very satisfied	15%	18%	23%	14%	-	13%
Somewhat satisfied	23%	27%	24%	25%	-	25%
Neither satisfied nor dissatisfied	21%	17%	12%	23%	-	23%
Somewhat dissatisfied	15%	14%	10%	16%	-	14%
Very dissatisfied	21%	18%	27%	15%	100%	20%
Don't know / can't recall	4%	6%	3%	7%	-	5%
Net: Satisfied	38%	45%	48%	39%	-	38%
Net: Dissatisfied	36%	32%	37%	31%	100%	34%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total				
	Periscope	Other	Don't know	None

HYM_q8. Did you watch the Manny Pacquiao vs. Floyd Mayweather fight on May 2nd, 2015? Please select the option that best applies.

	Unweighted base	Periscope	Other	Don't know	None
	2276	35	37	22	308
Base: All US adults	2266	34	38	21	304
Yes, I watched the whole fight live	9%	26%	11%	4%	5%
Yes, but I only watched part of the fight live	3%	8%	4%	-	1%
Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	8%	13%	10%	4%	6%
I did not watch any of the fight	72%	38%	64%	57%	79%
Don't know / can't recall	8%	14%	11%	35%	10%
Net: Yes, watched the fight	20%	48%	25%	8%	11%

HYM_q9. And, overall, to what extent were you satisfied or dissatisfied with the Pacquiao vs. Mayweather fight? Please select the option that best applies.

	Unweighted base	Periscope	Other	Don't know	None
	382	14	8	2	31
Base: All US adults that watched the Pacquiao vs. Mayweather fight	462	16	9	2	35
Very satisfied	15%	29%	10%	-	6%
Somewhat satisfied	23%	38%	8%	44%	24%
Neither satisfied nor dissatisfied	21%	26%	10%	56%	21%
Somewhat dissatisfied	15%	7%	20%	-	15%
Very dissatisfied	21%	-	37%	-	33%
Don't know / can't recall	4%	-	16%	-	-
Net: Satisfied	38%	66%	18%	44%	31%
Net: Dissatisfied	36%	7%	57%	-	49%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Level of interest in fight				Mayweather by knockout
	Watching live	Not watching live, interested	Not watching live, not interested	Don't know / not sure	

HYM_q8. Did you watch the Manny Pacquiao vs. Floyd Mayweather fight on May 2nd, 2015? Please select the option that best applies.

	Unweighted base	Watching live	Not watching live, interested	Not watching live, not interested	Don't know / not sure	Mayweather by knockout
	2276	182	372	1519	203	115
Base: All US adults	2266	226	402	1409	229	129
Yes, I watched the whole fight live	9%	55%	13%	1%	7%	37%
Yes, but I only watched part of the fight live	3%	12%	8%	1%	4%	8%
Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	8%	14%	29%	2%	2%	18%
I did not watch any of the fight	72%	10%	45%	95%	37%	35%
Don't know / can't recall	8%	9%	6%	1%	50%	2%
Net: Yes, watched the fight	20%	81%	49%	4%	13%	63%

HYM_q9. And, overall, to what extent were you satisfied or dissatisfied with the Pacquiao vs. Mayweather fight? Please select the option that best applies.

	Unweighted base	Watching live	Not watching live, interested	Not watching live, not interested	Don't know / not sure	Mayweather by knockout
	382	143	164	50	25	62
Base: All US adults that watched the Pacquiao vs. Mayweather fight	462	183	196	52	30	81
Very satisfied	15%	27%	4%	10%	13%	29%
Somewhat satisfied	23%	29%	23%	10%	19%	30%
Neither satisfied nor dissatisfied	21%	15%	25%	28%	21%	7%
Somewhat dissatisfied	15%	10%	20%	11%	22%	7%
Very dissatisfied	21%	18%	25%	20%	20%	27%
Don't know / can't recall	4%	1%	3%	22%	4%	-
Net: Satisfied	38%	56%	27%	19%	32%	59%
Net: Dissatisfied	36%	28%	45%	31%	43%	34%

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Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Fight Prediction				
	Mayweather by decision	It will be a draw	McGregor by decision	McGregor by knockout	Don't know / not sure

HYM_q8. Did you watch the Manny Pacquiao vs. Floyd Mayweather fight on May 2nd, 2015? Please select the option that best applies.

	Unweighted base	2276	168	35	63	82	91
Base: All US adults		2266	187	47	71	99	95
Yes, I watched the whole fight live	9%		33%	20%	19%	34%	11%
Yes, but I only watched part of the fight live	3%		7%	12%	15%	12%	8%
Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	8%		23%	41%	22%	21%	25%
I did not watch any of the fight	72%		30%	19%	35%	32%	41%
Don't know / can't recall	8%		7%	8%	10%	1%	16%
Net: Yes, watched the fight	20%		63%	73%	55%	68%	43%

HYM_q9. And, overall, to what extent were you satisfied or dissatisfied with the Pacquiao vs. Mayweather fight? Please select the option that best applies.

	Unweighted base	382	101	25	32	51	36
Base: All US adults that watched the Pacquiao vs. Mayweather fight		462	117	34	39	67	41
Very satisfied	15%		15%	25%	6%	9%	2%
Somewhat satisfied	23%		22%	43%	24%	17%	28%
Neither satisfied nor dissatisfied	21%		22%	30%	31%	26%	16%
Somewhat dissatisfied	15%		16%	3%	15%	19%	32%
Very dissatisfied	21%		25%	-	18%	26%	18%
Don't know / can't recall	4%		1%	-	6%	4%	4%
Net: Satisfied	38%		37%	68%	30%	26%	30%
Net: Dissatisfied	36%		40%	3%	33%	45%	50%

YouGovNY

Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total		
	Mayweather	McGregor

HYM_q8. Did you watch the Manny Pacquiao vs. Floyd Mayweather fight on May 2nd, 2015? Please select the option that best applies.

	Unweighted base	2276	283	145
Base: All US adults		2266	316	169
Yes, I watched the whole fight live	9%		34%	28%
Yes, but I only watched part of the fight live	3%		7%	13%
Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	8%		21%	22%
I did not watch any of the fight	72%		32%	33%
Don't know / can't recall	8%		5%	4%
Net: Yes, watched the fight	20%		63%	62%

HYM_q9. And, overall, to what extent were you satisfied or dissatisfied with the Pacquiao vs. Mayweather fight? Please select the option that best applies.

	Unweighted base	382	163	83
Base: All US adults that watched the Pacquiao vs. Mayweather fight		462	199	106
Very satisfied	15%		21%	8%
Somewhat satisfied	23%		25%	20%
Neither satisfied nor dissatisfied	21%		16%	28%
Somewhat dissatisfied	15%		12%	17%
Very dissatisfied	21%		25%	23%
Don't know / can't recall	4%		0%	5%
Net: Satisfied	38%		46%	27%
Net: Dissatisfied	36%		38%	40%

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Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	Mayweather vs. Pacquiao				
	Yes, I watched the whole fight live	Yes, but I only watched part of the fight live	Yes, but I didn't watch the fight live (e.g., watched whole fight later)	I did not watch any of the fight	Don't know / can't recall

HYM_q8. Did you watch the Manny Pacquiao vs. Floyd Mayweather fight on May 2nd, 2015? Please select the option that best applies.

	Unweighted base	Yes, I watched the whole fight live	Yes, but I only watched part of the fight live	Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	I did not watch any of the fight	Don't know / can't recall
	2276	159	66	157	1739	155
Base: All US adults	2266	208	76	178	1627	177
Yes, I watched the whole fight live	9%	100%	-	-	-	-
Yes, but I only watched part of the fight live	3%	-	100%	-	-	-
Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	8%	-	-	100%	-	-
I did not watch any of the fight	72%	-	-	-	100%	-
Don't know / can't recall	8%	-	-	-	-	100%
Net: Yes, watched the fight	20%	100%	100%	100%	-	-

HYM_q9. And, overall, to what extent were you satisfied or dissatisfied with the Pacquiao vs. Mayweather fight? Please select the option that best applies.

	Unweighted base	Yes, I watched the whole fight live	Yes, but I only watched part of the fight live	Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	I did not watch any of the fight	Don't know / can't recall
	382	159	66	157	-	-
Base: All US adults that watched the Pacquiao vs. Mayweather fight	462	208	76	178	-	-
Very satisfied	15%	27%	9%	2%	-	-
Somewhat satisfied	23%	20%	39%	21%	-	-
Neither satisfied nor dissatisfied	21%	11%	23%	33%	-	-
Somewhat dissatisfied	15%	11%	14%	20%	-	-
Very dissatisfied	21%	28%	12%	17%	-	-
Don't know / can't recall	4%	3%	3%	7%	-	-
Net: Satisfied	38%	47%	48%	23%	-	-
Net: Dissatisfied	36%	40%	25%	37%	-	-

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Mayweather McGregor

US_nat Sample: 18th - 22nd August 2017



Total	
	Yes, watched fight

HYM_q8. Did you watch the Manny Pacquiao vs. Floyd Mayweather fight on May 2nd, 2015? Please select the option that best applies.

	Unweighted base	
	2276	382
Base: All US adults	2266	462
Yes, I watched the whole fight live	9%	45%
Yes, but I only watched part of the fight live	3%	16%
Yes, but I didn't watch the fight live (e.g., watched whole fight later, watched highlights, etc.)	8%	39%
I did not watch any of the fight	72%	-
Don't know / can't recall	8%	-
Net: Yes, watched the fight	20%	100%

HYM_q9. And, overall, to what extent were you satisfied or dissatisfied with the Pacquiao vs. Mayweather fight? Please select the option that best applies.

	Unweighted base	
	382	382
Base: All US adults that watched the Pacquiao vs. Mayweather fight	462	462
Very satisfied	15%	15%
Somewhat satisfied	23%	23%
Neither satisfied nor dissatisfied	21%	21%
Somewhat dissatisfied	15%	15%
Very dissatisfied	21%	21%
Don't know / can't recall	4%	4%
Net: Satisfied	38%	38%
Net: Dissatisfied	36%	36%



HYM_q3_open1. You indicated that you plan to watch the Floyd Mayweather vs. Conor McGregor fight live. Which, if any, of the following are reasons for this? Please select all that apply. - Other

I'll watch it with husband, who wants to see it.
the big stinky smelly vagina monster