

Sample 1000 Adult Interviews  
 Conducted June 9 - 11, 2015  
 Margin of Error ±4.1%

1. Do you follow any of the sports listed below, whether at the college or professional level?  
 Please tick all that apply..

|                          |     |
|--------------------------|-----|
| Men's basketball .....   | 28% |
| Football .....           | 47% |
| Men's ice hockey .....   | 14% |
| Men's soccer .....       | 12% |
| Men's baseball .....     | 26% |
| Women's basketball ..... | 7%  |
| Women's soccer .....     | 7%  |
| Men's golf .....         | 11% |
| Women's golf .....       | 3%  |
| Women's softball .....   | 5%  |
| Men's tennis .....       | 7%  |
| Women's tennis .....     | 11% |
| Women's volleyball ..... | 6%  |
| None of these .....      | 37% |

2. Women's sports often receive less attention than men's sports. Why is that in your opinion?  
 Please select all that apply

|  |     |
|--|-----|
| The quality of play is lower .....                       | 23% |
| Sexism .....   | 19% |
| Women's sports are too unknown .....                     | 25% |
| Men's sports have greater tradition .....                | 38% |
| The atmosphere is worse at women's sporting events ..... | 6%  |
| The media doesn't give them enough attention .....       | 42% |
| Something else: .....                                    | 5%  |
| Not sure .....   | 18% |

3. Which is the biggest reason why women’s sports often receive less attention than men’s sports?

|  |     |
|--|-----|
| The quality of play is lower .....                       | 14% |
| Sexism .....   | 11% |
| Women’s sports are too unknown .....                     | 7%  |
| Men’s sports have greater tradition .....                | 25% |
| The atmosphere is worse at women’s sporting events ..... | 1%  |
| The media doesn’t give them enough attention .....       | 22% |
| Something else .....                                     | 3%  |
| Not sure .....   | 17% |

4. Who won the 2011 FIFA Women’s World Cup?

|                     |     |
|---------------------|-----|
| Japan .....         | 9%  |
| United States ..... | 9%  |
| Sweden .....        | 3%  |
| France .....        | 2%  |
| Don’t know .....    | 78% |

5. Who won the men’s 2014 FIFA World Cup?

|                   |     |
|-------------------|-----|
| Germany .....     | 23% |
| Argentina .....   | 2%  |
| Netherlands ..... | 1%  |
| Brazil .....      | 6%  |
| Don’t know .....  | 67% |

6. Do you think that women should be allowed to compete in sports leagues with men if they want to?

|                |     |
|----------------|-----|
| Yes .....      | 53% |
| No .....       | 27% |
| Not sure ..... | 20% |