

1. Pro Sports Fan

Do you consider yourself a fan of watching professional sports?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	58%	39%	48%	49%	49%	43%	46%	62%	53%	37%
No	48%	38%	57%	51%	43%	45%	54%	49%	35%	43%	60%
Not sure	5%	4%	5%	1%	8%	5%	2%	5%	4%	3%	2%
Totals (Unweighted N)	100% (1,000)	100% (483)	100% (517)	100% (186)	100% (262)	100% (403)	100% (149)	100% (674)	100% (118)	100% (129)	100% (79)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	48%	50%	46%	48%	42%	56%	58%	44%	46%	51%	47%	48%
No	48%	47%	50%	42%	53%	40%	38%	52%	52%	44%	46%	50%
Not sure	5%	3%	3%	9%	5%	4%	3%	5%	2%	5%	7%	2%
Totals (Unweighted N)	100% (1,000)	100% (366)	100% (396)	100% (238)	100% (447)	100% (283)	100% (149)	100% (121)	100% (178)	100% (226)	100% (382)	100% (214)

2. Cheerleader Effect

Do you think having cheerleaders at NFL games and other professional sporting events:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Adds to the experience	31%	34%	28%	32%	33%	32%	25%	27%	52%	36%	27%
Detracts from the experience	8%	7%	10%	10%	7%	8%	8%	8%	10%	6%	12%
Neither adds to nor detracts from the experience	50%	49%	51%	44%	43%	56%	56%	53%	32%	50%	52%
Not sure	11%	10%	11%	14%	16%	4%	11%	12%	6%	9%	9%
Totals (Unweighted N)	100% (998)	100% (481)	100% (517)	100% (185)	100% (261)	100% (403)	100% (149)	100% (673)	100% (118)	100% (128)	100% (79)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Adds to the experience	31%	33%	27%	36%	30%	34%	30%	29%	28%	30%	31%	34%
Detracts from the experience	8%	12%	8%	4%	9%	8%	6%	8%	7%	7%	8%	10%
Neither adds to nor detracts from the experience	50%	45%	55%	47%	48%	51%	53%	54%	48%	53%	51%	48%
Not sure	11%	10%	10%	14%	13%	7%	12%	8%	16%	10%	10%	8%
Totals (Unweighted N)	100% (998)	100% (364)	100% (396)	100% (238)	100% (446)	100% (282)	100% (149)	100% (121)	100% (178)	100% (226)	100% (382)	100% (212)

3. Cheerleader Future

If you could decide whether or not to have cheerleaders at NFL games and other professional sporting events, what would you do?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Have the cheerleaders there	51%	58%	45%	54%	49%	57%	41%	48%	74%	47%	58%
Not have the cheerleaders there	24%	19%	29%	24%	19%	24%	33%	26%	9%	23%	29%
Not sure	25%	23%	26%	22%	32%	19%	27%	26%	17%	31%	13%
Totals (Unweighted N)	100% (999)	100% (483)	100% (516)	100% (185)	100% (262)	100% (403)	100% (149)	100% (673)	100% (118)	100% (129)	100% (79)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Have the cheerleaders there	51%	50%	51%	55%	49%	54%	59%	48%	47%	56%	52%	49%
Not have the cheerleaders there	24%	24%	24%	23%	22%	28%	20%	26%	22%	24%	25%	24%
Not sure	25%	26%	25%	22%	28%	19%	21%	26%	31%	20%	22%	27%
Totals (Unweighted N)	100% (999)	100% (365)	100% (396)	100% (238)	100% (447)	100% (282)	100% (149)	100% (121)	100% (178)	100% (226)	100% (382)	100% (213)

4. Demeaning

Do you think having cheerleaders at NFL games:

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Is demeaning to women	20%	14%	26%	27%	19%	17%	20%	20%	17%	22%	26%
Is not demeaning to women	61%	67%	56%	49%	60%	68%	66%	62%	69%	56%	53%
Not sure	18%	20%	17%	24%	22%	14%	14%	18%	14%	22%	21%
Totals (Unweighted N)	100% (999)	100% (483)	100% (516)	100% (186)	100% (262)	100% (402)	100% (149)	100% (673)	100% (118)	100% (129)	100% (79)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Is demeaning to women	20%	26%	20%	12%	22%	17%	20%	22%	25%	15%	20%	20%
Is not demeaning to women	61%	54%	60%	74%	57%	68%	74%	50%	58%	61%	61%	65%
Not sure	18%	20%	20%	14%	21%	15%	6%	28%	17%	23%	19%	14%
Totals (Unweighted N)	100% (999)	100% (365)	100% (396)	100% (238)	100% (447)	100% (282)	100% (149)	100% (121)	100% (178)	100% (225)	100% (382)	100% (214)

5. Role Models

Do you think cheerleaders are good or bad role models for young women?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Good role models	25%	26%	24%	16%	27%	29%	24%	23%	35%	28%	25%
Bad role models	14%	11%	16%	16%	13%	12%	16%	14%	11%	10%	19%
Neither good nor bad role models	54%	55%	52%	56%	50%	53%	56%	55%	49%	53%	52%
Not sure	8%	8%	7%	13%	11%	5%	3%	8%	5%	9%	4%
Totals (Unweighted N)	100% (1,000)	100% (483)	100% (517)	100% (186)	100% (262)	100% (403)	100% (149)	100% (674)	100% (118)	100% (129)	100% (79)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Good role models	25%	23%	26%	26%	29%	22%	24%	19%	24%	25%	27%	23%
Bad role models	14%	17%	13%	10%	13%	13%	14%	18%	13%	12%	14%	15%
Neither good nor bad role models	54%	53%	53%	55%	49%	64%	51%	51%	50%	57%	52%	55%
Not sure	8%	7%	8%	9%	9%	2%	11%	12%	13%	7%	7%	6%
Totals (Unweighted N)	100% (1,000)	100% (366)	100% (396)	100% (238)	100% (447)	100% (283)	100% (149)	100% (121)	100% (178)	100% (226)	100% (382)	100% (214)

Interviewing Dates	January 12 - 14, 2016
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.197 to 6.056, with a mean of one and a standard deviation of 1.033.
Number of respondents	1000
Margin of error	± 4.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.