

# Daily Survey: Serena Williams and Tennis

August 9 - 12, 2022 - 1000 US Adult Citizens



## 1. Tennis Interest

How interested, or not, are you in professional tennis (for example - watching it on TV, listening to it on radio, attending in-person, following on internet or social media)?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very interested	7%	9%	4%	12%	10%	4%	2%	5%	16%	7%	7%
Somewhat interested	9%	12%	6%	13%	13%	6%	5%	8%	13%	13%	7%
A little bit interested	16%	16%	17%	21%	12%	17%	15%	14%	25%	19%	20%
Not at all	68%	63%	72%	54%	64%	73%	77%	74%	45%	61%	67%
Totals	100%	100%	99%	100%	99%	100%	99%	101%	99%	100%	101%
Unweighted N	(986)	(453)	(533)	(192)	(216)	(346)	(232)	(715)	(120)	(72)	(79)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very interested	7%	14%	3%	4%	12%	2%	4%	10%	10%	9%	5%	6%	9%
Somewhat interested	9%	12%	9%	7%	11%	6%	9%	7%	13%	14%	5%	9%	10%
A little bit interested	16%	16%	16%	18%	19%	17%	16%	15%	18%	16%	14%	18%	16%
Not at all	68%	58%	72%	72%	58%	75%	70%	68%	59%	61%	76%	67%	65%
Totals	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(986)	(289)	(440)	(257)	(367)	(325)	(433)	(256)	(188)	(185)	(191)	(387)	(223)

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### 2A. Favorability of Tennis Players — Serena Williams

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	29%	27%	30%	31%	28%	25%	34%	24%	57%	22%	29%
Somewhat favorable	30%	30%	30%	33%	29%	31%	27%	32%	21%	33%	26%
Somewhat unfavorable	6%	7%	5%	7%	6%	5%	5%	5%	3%	8%	9%
Very unfavorable	8%	11%	5%	5%	9%	10%	7%	7%	10%	9%	14%
Don't know	28%	25%	30%	24%	28%	30%	27%	32%	10%	28%	22%
Totals	101%	100%	100%	100%	100%	101%	100%	100%	101%	100%	100%
Unweighted N	(975)	(447)	(528)	(191)	(213)	(342)	(229)	(707)	(119)	(69)	(80)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	29%	47%	21%	20%	45%	19%	29%	31%	29%	31%	30%	25%	31%
Somewhat favorable	30%	32%	30%	28%	32%	27%	29%	33%	32%	32%	30%	29%	32%
Somewhat unfavorable	6%	1%	6%	9%	2%	8%	4%	5%	7%	6%	4%	6%	6%
Very unfavorable	8%	4%	10%	9%	4%	12%	8%	7%	10%	10%	7%	10%	3%
Don't know	28%	15%	32%	34%	16%	34%	30%	23%	22%	20%	29%	30%	28%
Totals	101%	99%	99%	100%	99%	100%	100%	99%	100%	99%	100%	100%	100%
Unweighted N	(975)	(286)	(432)	(257)	(367)	(323)	(427)	(253)	(187)	(183)	(192)	(381)	(219)

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### 2B. Favorability of Tennis Players — Venus Williams

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	26%	25%	28%	27%	26%	24%	29%	23%	53%	17%	24%
Somewhat favorable	30%	31%	28%	29%	31%	29%	31%	32%	21%	35%	17%
Somewhat unfavorable	6%	8%	4%	8%	7%	4%	4%	5%	6%	7%	11%
Very unfavorable	7%	10%	5%	5%	7%	9%	6%	6%	6%	11%	13%
Don't know	31%	26%	36%	31%	28%	34%	29%	34%	13%	30%	35%
Totals	100%	100%	101%	100%	99%	100%	99%	100%	99%	100%	100%
Unweighted N	(976)	(446)	(530)	(191)	(210)	(344)	(231)	(709)	(120)	(68)	(79)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	26%	42%	20%	19%	43%	17%	27%	27%	30%	27%	25%	25%	31%
Somewhat favorable	30%	33%	29%	26%	32%	27%	25%	35%	34%	38%	32%	27%	26%
Somewhat unfavorable	6%	3%	6%	8%	2%	8%	6%	5%	5%	4%	4%	7%	8%
Very unfavorable	7%	3%	9%	9%	4%	11%	7%	7%	7%	7%	6%	9%	6%
Don't know	31%	19%	35%	37%	19%	37%	34%	25%	23%	25%	33%	33%	30%
Totals	100%	100%	99%	99%	100%	100%	99%	99%	99%	101%	100%	101%	101%
Unweighted N	(976)	(287)	(433)	(256)	(368)	(324)	(425)	(255)	(187)	(184)	(193)	(381)	(218)

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### 3. Heard About Serena Williams Retirement

How much have you heard about professional tennis player Serena Williams announcing that she will retire after this year's U.S. Open?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	11%	13%	10%	9%	16%	10%	11%	9%	22%	9%	15%
A little	45%	45%	45%	47%	35%	43%	57%	45%	47%	48%	38%
Nothing at all	44%	42%	45%	44%	49%	47%	32%	45%	31%	43%	47%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(984)	(449)	(535)	(192)	(215)	(345)	(232)	(712)	(121)	(71)	(80)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	11%	19%	10%	6%	16%	8%	9%	13%	17%	18%	12%	10%	9%
A little	45%	50%	41%	47%	53%	45%	41%	50%	53%	49%	42%	46%	43%
Nothing at all	44%	31%	50%	47%	32%	47%	49%	36%	31%	33%	46%	44%	49%
Totals	100%	100%	101%	100%	101%	100%	99%	99%	101%	100%	100%	100%	101%
Unweighted N	(984)	(290)	(438)	(256)	(369)	(324)	(432)	(256)	(186)	(185)	(193)	(384)	(222)

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<b>Interviewing Dates</b>	August 9 - 12, 2022
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
<b>Weighting</b>	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.389 to 3.679, with a mean of one and a standard deviation of 0.401.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.3% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	63 questions not reported.