

# Daily Survey: Serena Williams and Tennis



Sample 1000 U.S. Adult Citizens  
 Conducted August 9 - 12, 2022  
 Margin of Error ±3.3%

1. 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)?

Very interested	7%
Somewhat interested	9%
A little bit interested	16%
Not at all	68%

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

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Serena Williams	29%	30%	6%	8%	28%
Venus Williams	26%	30%	6%	7%	31%

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

A lot	11%
A little	45%
Nothing at all	44%

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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.