

GALLUP NEWS SERVICE

DECEMBER WAVE ONE

-- FINAL TOPLINE --

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Results are based on telephone interviews conducted December 4-11, 2017 with a random sample of –1,049—adults, ages 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ±4 percentage points at the 95% confidence level.

For results based on the sample of –546—adults employed full- or part-time, the margin of sampling error is ±5 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Gallup obtained sample for this study from Survey Sampling International. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2016 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2016 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

Turning to sports,

16. What is your favorite sport to watch?

	2017 <u>Dec</u>	2013 <u>Jun</u>	2008 <u>Dec</u>	2007 <u>Dec</u>	2006 <u>Dec</u>	2005 <u>Dec</u>	2004 <u>Dec</u>	2003 <u>Dec</u>	2002 <u>Dec</u>	2001 <u>Mar</u>	2000 <u>Mar</u>	1998 <u>Nov</u>	1997 <u>Apr</u> ^
Football	37	39	41	43	43	34	37	37	37	28	33	36	30
Basketball	11	12	9	11	12	12	13	14	13	16	16	12	17
Baseball	9	14	10	13	11	12	10	10	12	12	13	16	14
Soccer	7	4	3	2	2	3	2	2	2	2	2	2	2
Ice hockey	4	3	4	4	2	4	3	5	3	3	5	3	3
Auto Racing	2	2	3	3	4	5	5	5	5	6	5	3	7
Tennis	2	3	1	1	1	3	2	1	2	2	1	2	2
Golf	1	2	2	2	3	2	2	3	2	4	5	3	5
Volleyball	1	*	1	*	*	1	--	*	--	1	--	--	--
Boxing	1	1	2	1	2	1	1	2	1	2	2	1	2
Gymnastics	1	*	1	1	1	*	1	1	1	1	1	1	1
Motocross	1	*	*	*	*	*	1	*	--	1	--	--	--
Ice/Figure Skating	1	1	1	2	3	3	4	6	4	4	4	2	2
Rodeo	1	*	*	*	*	1	1	*	1	1	*	*	*
Track and field	*	1	*	*	*	*	*	*	*	*	*	--	--
Fishing	*	1	*	--	*	1	*	*	1	*	*	1	*
Swimming	*	*	*	*	*	*	*	*	1	*	*	--	--
Wrestling	*	*	*	1	*	1	1	1	1	1	1	1	1
Bowling	--	--	--	*	*	*	*	*	1	*	*	1	*
OTHER	5	4	6	3	3	4	4	4	2	4	3	6	7
NONE	15	11	14	12	12	13	12	9	10	12	8	9	6
No Opinion	*	*	*	1	*	*	1	*	1	1	1	1	1

^ WORDING: What is your favorite sport to follow?

Q.16 favorite sport continued on next page

Q.16 (FAVORITE SPORT) CONTINUED

LONG TERM TREND

	<u>Football</u>	<u>Baseball</u>	<u>Basketball</u>	<u>Soccer</u>	<u>Ice hockey</u>	<u>Auto racing</u>	<u>Ice/Figure Skating</u>
2017 Dec 4-11	37	9	11	7	4	2	1
2013 Jun 1-4	39	14	12	4	3	2	1
2008 Dec 4-7	41	10	9	3	4	3	1
2007 Dec 6-9	43	13	11	2	4	3	2
2006 Dec 11-14	43	11	12	2	2	4	3
2005 Dec 5-8	34	12	12	3	4	5	3
2004 Dec 5-8	37	10	13	2	3	5	4
2003 Dec 11-14	37	10	14	2	5	5	6
2002 Dec 5-8	37	12	13	2	3	5	4
2001 Mar 26-28	28	12	16	2	3	6	4
2000 Mar 30-Apr 2	33	13	15	2	5	5	4
1998 Nov 20-22	36	16	12	2	3	3	2
1997 Apr 18-20 ^	30	14	17	2	3	7	2
1995 Apr 17-19	32	16	15	1	3	2	2
1994 Sep 16-20	37	16	13	2	1	2	3
1994 Aug 8-9	35	21	11	2	3	2	3
1992 Sept	38	16	12	1	4	2	2
1990 Feb	35	16	15	1	3	1	2
1981 Jan	38	16	9	2	2	1	2
1972 Oct	32	24	9	*	4	2	1
1972 Jan	38	19	10	*	5	*	*
1960 Dec	21	34	9	*	3	*	1
1948 Apr 9-14	17	39	10	*	3	1	*
1937 Mar 24-29	23	34	8	*	2	1	1

^ WORDING: What is your favorite sport to follow?