

Chapter Three: Sources for Information about Sports

Table 3.1: When you want sports information what is the first thing that you do?

	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
Entire Sample	3.32%	20.41%	5.61%	44.39%	26.28%

Table 3.2: When you want sports information what is the first thing that you do? Broken Out by Age of the Student

Years of Age	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
19 or Younger	3.85%	22.44%	4.49%	40.38%	28.85%
20-21	2.31%	16.92%	3.08%	54.62%	23.08%
22-24	3.13%	15.63%	6.25%	46.88%	28.13%
25-30	7.32%	21.95%	9.76%	26.83%	34.15%
Over 30	0.00%	34.78%	13.04%	39.13%	13.04%

Table 3.3: When you want sports information what is the first thing that you do? Broken Out by Population Intensity of the Place of Origin

Population Intensity of Place of Origin of the Student	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
City with more than 350,000	2.50%	15.63%	6.25%	46.88%	28.75%
Small or Medium Sized City with less than 350,000	5.88%	22.69%	5.88%	41.18%	24.37%
Suburban Area	0.00%	23.81%	9.52%	47.62%	19.05%
Rural Area	2.22%	25.56%	3.33%	43.33%	25.56%

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Table 3.4: When you want sports information what is the first thing that you do? Broken Out by Geographic Region of Origin of the Student

Region of the Country Where the Student Grew Up	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
South	3.43%	19.74%	5.15%	45.06%	26.61%
Northeast	2.88%	26.92%	3.85%	43.27%	23.08%
Midwest	16.67%	0.00%	16.67%	50.00%	16.67%
West	2.70%	10.81%	8.11%	45.95%	32.43%

Table 3.5: When you want sports information what is the first thing that you do? Broken Out by Freshmen, Sophomores, Juniors & Seniors

Year or Grade in School	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
Freshmen	3.54%	21.24%	4.42%	41.59%	29.20%
Sophomores	1.59%	22.22%	7.94%	46.03%	22.22%
Juniors	10.00%	20.00%	20.00%	50.00%	0.00%
Seniors	3.26%	17.39%	5.43%	50.00%	23.91%

Table 3.6: When you want sports information what is the first thing that you do? Broken Out by Income Level of the Student's Family of Origin

Annual Income of Student's Family of Origin	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
Less than \$40,000	3.79%	21.80%	6.16%	43.13%	25.12%
\$40,00 to \$75,000	4.00%	17.60%	5.60%	42.40%	30.40%
\$75,000+ to \$150,000	0.00%	25.00%	0.00%	66.67%	8.33%
More than \$150,000	0.00%	20.51%	5.13%	51.28%	23.08%

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Table 3.7: When you want sports information what is the first thing that you do? Broken Out by Level of Religiosity of the Student

Level of Religiosity	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
I practice a religion thoroughly and consider my religion to be a very important part of my life	3.02%	21.61%	8.04%	45.73%	21.61%
I practice a religion and try to attend regular services and to participate as much as I can	4.55%	21.59%	3.41%	48.86%	21.59%
I identify with a religion but can't say I put a lot of effort into practicing it	11.76%	35.29%	5.88%	41.18%	5.88%
I don't really believe in or practice an organized religion	1.18%	11.76%	2.35%	37.65%	47.06%

Table 3.8: When you want sports information what is the first thing that you do? Broken Out by Political Views of the Student

Political Views of the Student	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
Very Left Wing	5.19%	18.52%	2.96%	43.70%	29.63%
Liberal	0.79%	18.25%	6.35%	46.03%	28.57%
Middle of the Road	6.67%	40.00%	13.33%	20.00%	20.00%
Conservative	3.88%	23.30%	6.80%	47.57%	18.45%
Very Right Wing	0.00%	16.67%	8.33%	41.67%	33.33%

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Table 3.9: When you want sports information what is the first thing that you do? Broken Out by Grade Point Average or Equivalent

Grades of the Student	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
A- or Better	4.23%	19.05%	2.65%	49.21%	24.87%
B- to B+	2.55%	21.43%	8.67%	40.82%	26.53%
C- to C+	0.00%	33.33%	0.00%	0.00%	66.67%
D or Less	0.00%	25.00%	0.00%	25.00%	50.00%

Table 3.10: When you want sports information what is the first thing that you do? Broken Out by Academic Major or Focus

Major or Focus	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
Business, Economics, Finance, Engineering, Math	3.80%	25.32%	6.33%	46.84%	17.72%
Fine or Performing Arts	2.78%	5.56%	5.56%	50.00%	36.11%
Hard Sciences	2.67%	25.33%	4.00%	37.33%	30.67%
Education	8.33%	20.83%	4.17%	41.67%	25.00%
English, Communications, Languages or Journalism	0.00%	22.73%	4.55%	45.45%	27.27%
Social Sciences	2.90%	10.14%	7.25%	44.93%	34.78%

Table 3.11: When you want sports information what is the first thing that you do? Broken Out by Gender of the Student

Gender of the Student	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
Male	2.76%	26.21%	6.90%	47.59%	16.55%
Female	3.64%	17.00%	4.86%	42.51%	31.98%

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Table 3.12: When you want sports information what is the first thing that you do? Broken Out for Public and Private College Students

Attends Public or Private College	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
Attends Public College	3.90%	22.34%	6.74%	39.36%	27.66%
Attends Private College	1.83%	15.60%	2.75%	56.88%	22.94%

Table 3.13: When you want sports information what is the first thing that you do? Broken Out Type of College Living Arrangement

Living Arrangement of the Student	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
At home with my parents or guardian	5.16%	26.45%	6.45%	34.19%	27.74%
Off campus with others who are not my parents or guardian	2.65%	13.27%	6.19%	50.44%	27.43%
Off campus alone	25.00%	0.00%	25.00%	25.00%	25.00%
In Fraternity or Sorority supplied housing	0.00%	16.67%	16.67%	50.00%	16.67%
On Campus in the Dorms or college-provided suites	0.88%	20.18%	2.63%	52.63%	23.68%

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Table 3.14: When you want sports information what is the first thing that you do? Broken Out Student Employment Situation

Student Employment Situation	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
Doesn't Have a Full or Part Time Job	3.65%	22.92%	4.17%	41.15%	28.13%
Has a Part Time Job	2.55%	17.35%	6.63%	48.47%	25.00%
Has a Full Time Job	25.00%	50.00%	25.00%	0.00%	0.00%

Table 3.15: When you want sports information what is the first thing that you do? Broken Out Type of College

Type of College	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
Community College	5.56%	27.78%	6.94%	31.94%	27.78%
BA-Level	2.78%	22.22%	5.56%	41.67%	27.78%
MA-Level	2.25%	19.10%	5.62%	52.81%	20.22%
PHD Level	2.35%	27.06%	5.88%	40.00%	24.71%
Research University	3.81%	11.43%	4.76%	50.48%	29.52%

Table 3.16: When you want sports information what is the first thing that you do? Broken Out Size of Enrollment of College Attended

Total Enrollment of College Attended by the Student	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
Less than 2,000	2.04%	30.61%	6.12%	36.73%	24.49%
2,000-5,000	4.11%	15.07%	5.48%	43.84%	31.51%
5,001-10,000	4.35%	17.39%	4.35%	53.62%	20.29%
10,001-25,000	1.89%	22.64%	6.60%	43.40%	25.47%
More than 25,000	3.41%	20.45%	5.68%	44.32%	26.14%

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Table 3.17: When you want sports information what is the first thing that you do? Broken Out Publicly Claimed Mean SAT Acceptance Score of the College Attended

Mean SAT Acceptance Score of College Attended by Student	Turn on the Radio	Turn on the Television	Read a Newspaper	Find a Website on the Internet	Not Really Interested in Sports
Less than 1500	4.58%	26.72%	6.87%	35.88%	25.95%
1500 to 1649	4.07%	17.89%	5.69%	46.34%	26.02%
1650 to 1799	1.90%	20.00%	4.76%	51.43%	21.90%
1800 to 1950	0.00%	0.00%	5.56%	38.89%	55.56%
More than 1950	0.00%	16.67%	0.00%	66.67%	16.67%