

**Survey of American College Students: Purchases of College & Professional Sports  
Team Tickets and Licensed Sports-Related Products**

**Chapter Twenty-three: Have you ever purchased any  
item emblazoned with a logo or insignia of one of your  
college teams?**

**Table 23.1: Have you ever purchased any item emblazoned with a logo or  
insignia of one of your college teams?**

	<b>Yes</b>	<b>No</b>
<b>Entire Sample</b>	52.07%	47.93%

**Table 23.2: Have you ever purchased any item emblazoned with a logo or  
insignia of one of your college teams? Broken Out by Age of the Student**

<b>Years of Age</b>	<b>Yes</b>	<b>No</b>
<b>19 or Younger</b>	52.35%	47.65%
<b>20-21</b>	54.62%	45.38%
<b>22-24</b>	50.00%	50.00%
<b>25-30</b>	43.90%	56.10%
<b>Over 30</b>	54.17%	45.83%

**Table 23.3: Have you ever purchased any item emblazoned with a logo or  
insignia of one of your college teams? Broken Out by Population Intensity of the  
Place of Origin**

<b>Population Intensity of Place of Origin of the Student</b>	<b>Yes</b>	<b>No</b>
<b>City with more than 350,000</b>	53.80%	46.20%
<b>Small or Medium Sized City with less than 350,000</b>	50.43%	49.57%
<b>Suburban Area</b>	47.62%	52.38%
<b>Rural Area</b>	52.22%	47.78%

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**Table 23.4: Have you ever purchased any item emblazoned with a logo or insignia of one of your college teams? Broken Out by Geographic Region of Origin of the Student**

<b>Region of the Country Where the Student Grew Up</b>	<b>Yes</b>	<b>No</b>
<b>South</b>	56.00%	44.00%
<b>Northeast</b>	45.71%	54.29%
<b>Midwest</b>	33.33%	66.67%
<b>West</b>	51.35%	48.65%

**Table 23.5: Have you ever purchased any item emblazoned with a logo or insignia of one of your college teams? Broken Out by Freshmen, Sophomores, Juniors & Seniors**

<b>Year or Grade in School</b>	<b>Yes</b>	<b>No</b>
<b>Freshmen</b>	52.05%	47.95%
<b>Sophomores</b>	43.75%	56.25%
<b>Juniors</b>	20.00%	80.00%
<b>Seniors</b>	61.96%	38.04%

**Table 23.6: Have you ever purchased any item emblazoned with a logo or insignia of one of your college teams? Broken Out by Income Level of the Student's Family of Origin**

<b>Annual Income of Student's Family of Origin</b>	<b>Yes</b>	<b>No</b>
<b>Less than \$40,000</b>	52.68%	47.32%
<b>\$40,00 to \$75,000</b>	47.20%	52.80%
<b>\$75,000+ to \$150,000</b>	41.67%	58.33%
<b>More than \$150,000</b>	66.67%	33.33%

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**Table 23.7: Have you ever purchased any item emblazoned with a logo or  
insignia of one of your college teams? Broken Out by Level of Religiosity of  
the Student**

<b>Level of Religiosity</b>	<b>Yes</b>	<b>No</b>
<b>I practice a religion thoroughly and consider my religion to be a very important part of my life</b>	50.00%	50.00%
<b>I practice a religion and try to attend regular services and to participate as much as I can</b>	67.44%	32.56%
<b>I identify with a religion but can't say I put a lot of effort into practicing it</b>	52.94%	47.06%
<b>I don't really believe in or practice an organized religion</b>	39.29%	60.71%

**Table 23.8: Have you ever purchased any item emblazoned with a logo or  
insignia of one of your college teams? Broken Out by Political Views of  
the Student**

<b>Political Views of the Student</b>	<b>Yes</b>	<b>No</b>
<b>Very Left Wing</b>	47.37%	52.63%
<b>Liberal</b>	48.78%	51.22%
<b>Middle of the Road</b>	33.33%	66.67%
<b>Conservative</b>	65.69%	34.31%
<b>Very Right Wing</b>	50.00%	50.00%

**Table 23.9: Have you ever purchased any item emblazoned with a logo or  
insignia of one of your college teams? Broken Out by Grade Point Average  
or Equivalent**

<b>Grades of the Student</b>	<b>Yes</b>	<b>No</b>
<b>A- or Better</b>	50.54%	49.46%
<b>B- to B+</b>	54.40%	45.60%
<b>C- to C+</b>	0.00%	100.00%
<b>D or Less</b>	50.00%	50.00%

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**Table 23.10: Have you ever purchased any item emblazoned with a logo or  
insignia of one of your college teams? Broken Out by Academic Major or Focus**

<b>Major or Focus</b>	<b>Yes</b>	<b>No</b>
<b>Business, Economics, Finance, Engineering, Math</b>	55.84%	44.16%
<b>Fine or Performing Arts</b>	33.33%	66.67%
<b>Hard Sciences</b>	55.41%	44.59%
<b>Education</b>	54.17%	45.83%
<b>English, Communications, Languages or Journalism</b>	54.55%	45.45%
<b>Social Sciences</b>	48.53%	51.47%

**Table 23.11: Have you ever purchased any item emblazoned with a logo or  
insignia of one of your college teams? Broken Out by Gender of the Student**

<b>Gender of the Student</b>	<b>Yes</b>	<b>No</b>
<b>Male</b>	52.45%	47.55%
<b>Female</b>	51.85%	48.15%

**Table 23.12: Have you ever purchased any item emblazoned with a logo or  
insignia of one of your college teams? Broken Out for Public and Private College  
Students**

<b>Attends Public or Private College</b>	<b>Yes</b>	<b>No</b>
<b>Attends Public College</b>	48.91%	51.09%
<b>Attends Private College</b>	59.63%	40.37%