



infogroup/ORC

Responsible Sports Fan Study

Prepared for:



Prepared by

infogroup/ORC

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Methodology

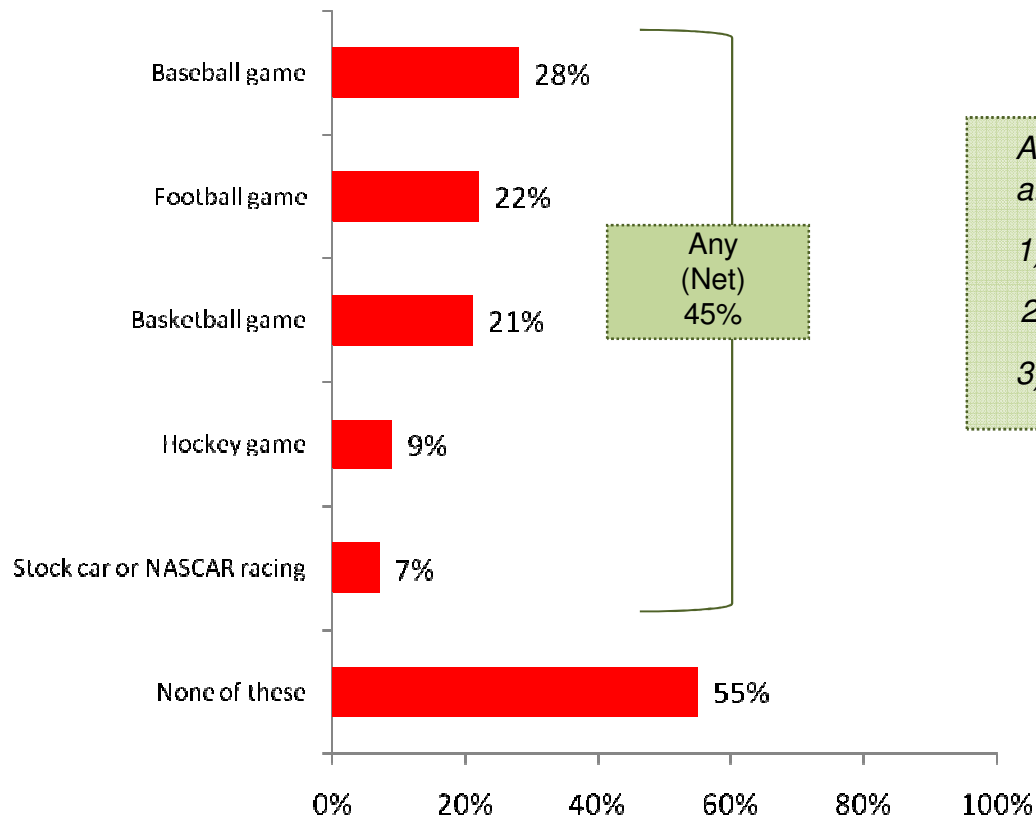
- **This report presents the findings among a sample of 2,004 adults 21+ comprising 961 men and 1,043 women 21 years of age and older.**
- **Questions were included in two online omnibus studies conducted among a demographically representative U.S. sample. Interviewing for this survey was conducted between August 19-24, 2010.**
- **Completed interviews are weighted by four variables: age, sex, geographic region, and race, to ensure reliable and accurate representation of the total U.S. population.**



ATTENDING SPORTING EVENTS

Sporting Event Attendance in Past Year

Nearly half (45%) of adults 21+ have attended any of the listed sporting events in the past year. More than a quarter (28%) have attended a baseball game, while one in five have been to a football (22%) or basketball game (21%).



Attendance at sporting events is higher among:

- 1) Men*
- 2) Adults 21-44 years of age*
- 3) Those in the Northeast and Midwest*

D2: Which of the following sporting events have you attended in the past year? (Base=Total respondents, n=2,004)

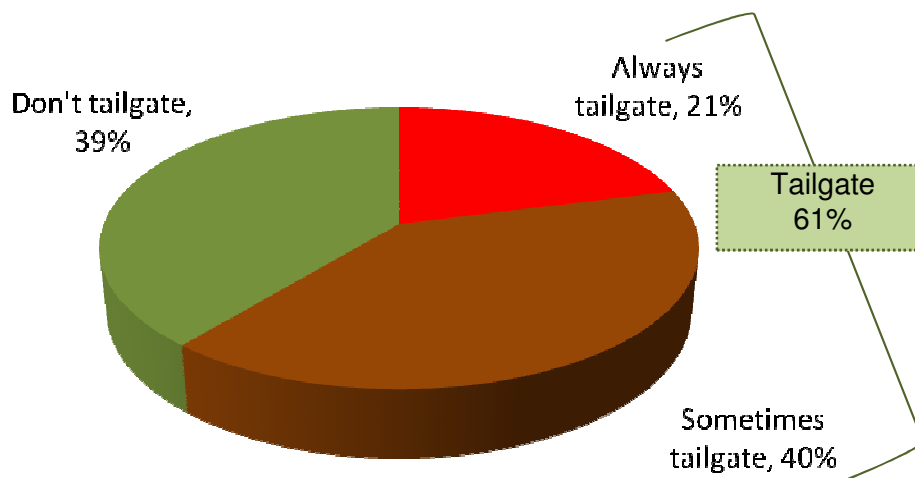
Source: Opinion Research Corporation ONLINE CARAVAN®, online omnibus survey. The online omnibus study was conducted among a demographically representative U.S. sample approximately 2,000 adults 21 years of age and older. Interviewing for this survey was completed on August 19-24, 2010.



TAILGATING/PRE-GAME PARTY BEHAVIOR

Attend Tailgating or Other Pre-Game Party

Three in five (61%) adults 21+ who have attended at least one of the listed sporting events in the past year typically attend a tailgating or other pre-game party.



Adults aged 21-34 are more likely to attend a pre-game party (76% vs. 50% of those aged 35+).

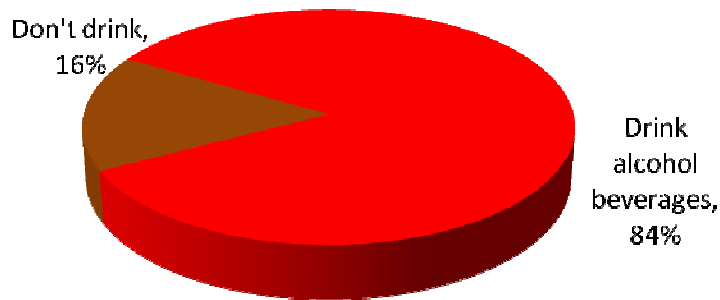
D3: On the day of the sporting event, do you typically attend a tailgating or other pre-game party? (Base=Total respondents who attended any listed sporting event in the past year, n=886)

Source: Opinion Research Corporation ONLINE CARAVAN®, online omnibus survey. The online omnibus study was conducted among a demographically representative U.S. sample approximately 2,000 adults 21 years of age and older. Interviewing for this survey was completed on August 19-24, 2010.

Responsible Drinking at Tailgating or Other Pre-Game Party

84% of adults 21+ who attend a tailgate or pre-game party drink alcohol. Among those adults 21+ who drink at these events, nearly all drink responsibly (96%).

Drink Alcohol at Tailgate or Pre-game Party



Drink Responsibly
(Among those 21+ who drink at pre-game parties)



D4: Do you typically drink alcohol beverages at tailgate or other pre-game parties you attend? (Base=Total respondents who attend a tailgating or other pre-game party, n=524)

D5: When you drink alcohol beverages at tailgating or pre-game parties, do you drink responsibly and in moderation? (Base=Total respondents who drink alcohol beverages at tailgating or other pre-game parties, n=439) Source: Opinion Research Corporation ONLINE CARAVAN®, online omnibus survey. The online omnibus study was conducted among a demographically representative U.S. sample of approximately 2,000 adults 21 years of age and older. Interviewing for this survey was completed on August 19-24, 2010.

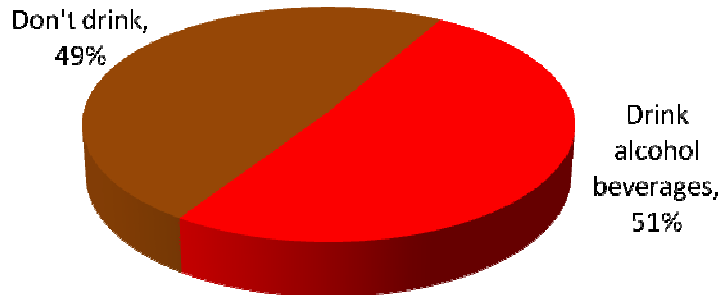


GAME BEHAVIOR

Drinking Alcohol Beverages at Stadium or Arena

Half (51%) of adults 21+ who attended any of the select sporting events in the past year drink alcohol beverages in the stadium or arena during the event. Nearly all (97%) of those adults 21+ drink responsibly.

Drink Alcohol at Stadium or Arena



Drinking Responsibly

(Among those 21+ who drink at sporting events)



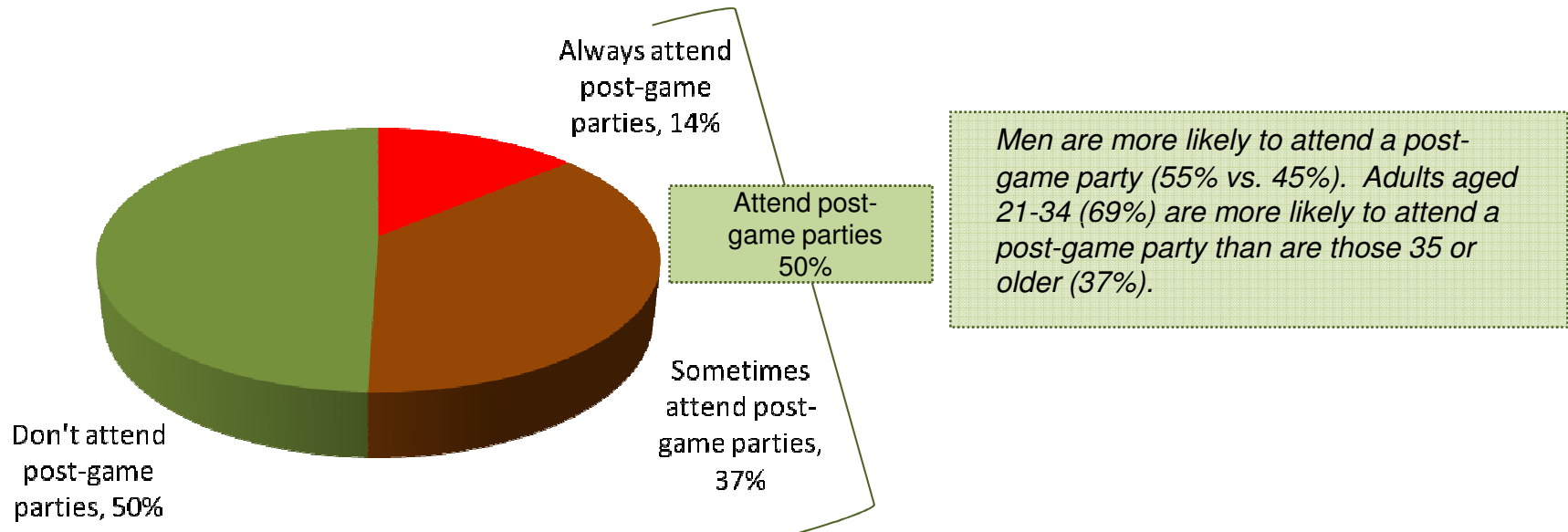
D6: Do you typically drink alcohol beverages in the stadium or arena during the sporting events you attend? (Base=Total respondents who attended any listed sporting event in the past year, n=886) D7: When you drink alcohol beverages at sporting events, do you drink responsibly and in moderation? (Base=Total respondents who drink alcohol beverages in the stadium or arena during sporting events, n=442) Source: Opinion Research Corporation ONLINE CARAVAN®, online omnibus survey. The online omnibus study was conducted among a demographically representative U.S. sample of approximately 2,000 adults 21 years of age and older. Interviewing for this survey was completed on August 19-24, 2010.




POST-GAME PARTY BEHAVIOR

Attend Post-Game Parties

Half (50%) of adults 21+ who attended any of the select sporting events typically attend a post-game party.



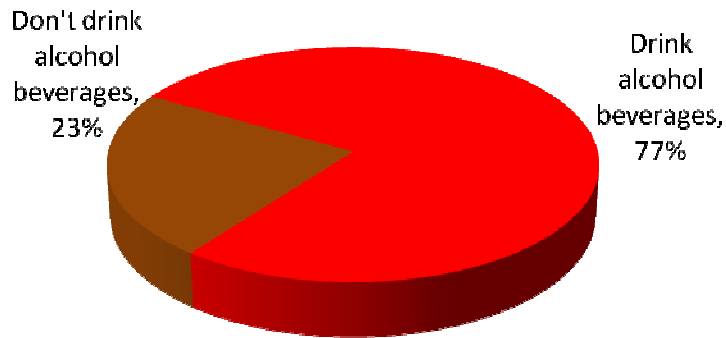
D8: Do you typically attend a post-game party? (Base=Total respondents who attended any listed sporting event in the past year, n=886)

Source: Opinion Research Corporation ONLINE CARAVAN®, online omnibus survey. The online omnibus study was conducted among a demographically representative U.S. sample approximately 2,000 adults 21 years of age and older. Interviewing for this survey was completed on August 19-24, 2010. 

Drink Alcohol Beverages at Post-game Parties

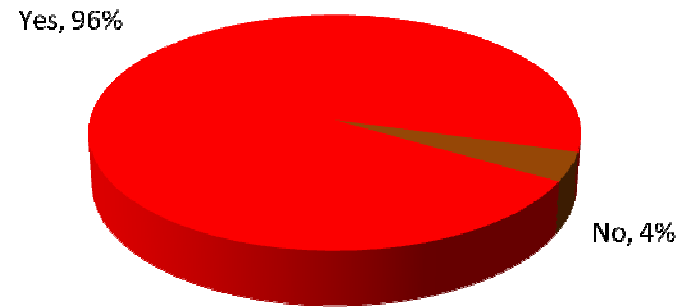
Three-quarters (77%) of adults 21+ who attend post-game parties drink alcohol beverages at them. Nearly all (96%) of those adults 21+ who attend post-game parties and drink alcohol beverages drink responsibly.

Drink Alcohol at Post-game Parties



Drink Responsibly

(Among those 21+ who drink at post-game parties)



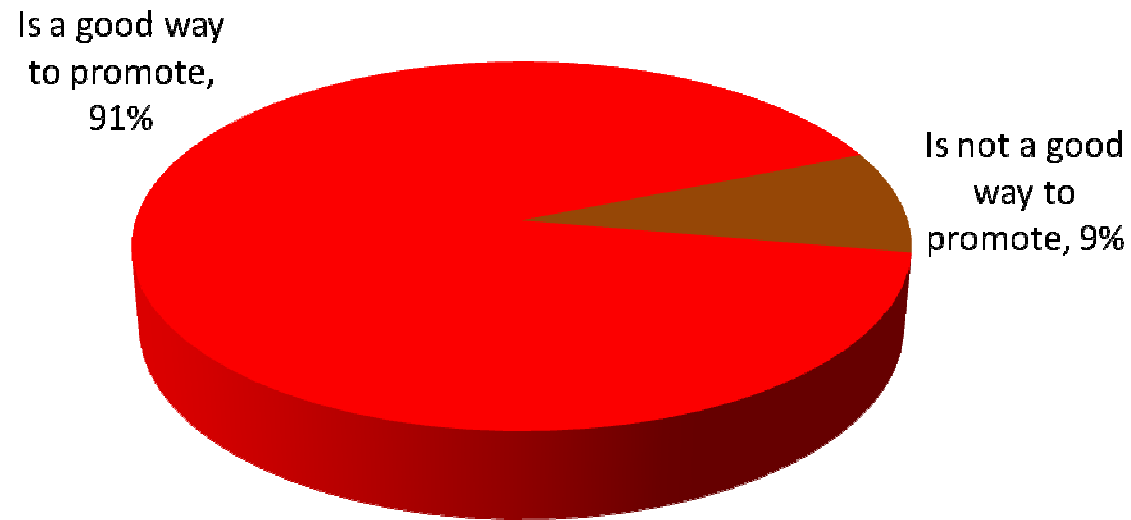
D9: Do you typically drink alcohol beverages during the post-game parties you attend? (Base=Total respondents who attend post-game parties, n=419) D10 When you drink alcohol beverages at post-game parties, do you drink responsibly and in moderation? (Base=Total respondents who drink alcohol beverages at post-game parties, n=325)
Source: Opinion Research Corporation ONLINE CARAVAN®, online omnibus survey. The online omnibus study was conducted among a demographically representative U.S. sample of approximately 2,000 adults 21 years of age and older. Interviewing for this survey was completed on August 19-24, 2010.



GOOD SPORT PROGRAM

Good Sport Good Program to Promote Responsibility

The vast majority (91%) of adults 21+ believe the *Good Sport* program is a good way to promote personal responsibility, respect for other fans, and respect for the law.



D11: Next I'm going to ask you about a program called Good Sport. This program is designed to encourage positive fan behavior at sporting events through fan communications, alcohol server training for concessionaires and encouraging use of designated drivers or taxicabs. Do you think this is a good way to promote personal responsibility, respect for other fans and respect for the law? (Base=Total respondents, n=2,004)

Source: Opinion Research Corporation ONLINE CARAVAN®, online omnibus survey. The online omnibus study was conducted among a demographically representative U.S. sample of approximately 2,000 adults 21 years of age and older. Interviewing for this survey was completed on August 19-24, 2010.