



Sports Events - Watch On TV Football -
Weekend professional games One or more
times a month
Adults

	(A) Total '000	(B) Proj '000	(C) Pct Across	(D) Pct Down	(E) Index
Total	223672	75117	33.6	100	100
Educ: graduated college plus	58543	22720	38.8	30.2	116
Educ: attended college	60791	20754	34.1	27.6	102
Educ: graduated high school	70385	23462	33.3	31.2	99
Educ: did not graduate HS	33953	8181	24.1	10.9	72
Educ: post graduate	19136	7220	37.7	9.6	112
Educ: no college	104338	31643	30.3	42.1	90
Age 18-24	28532	8531	29.9	11.4	89
Age 25-34	40028	13174	32.9	17.5	98
Age 35-44	42939	15480	36.1	20.6	107
Age 45-54	43634	15505	35.5	20.6	106
Age 55-64	32324	11202	34.7	14.9	103
Age 65+	36215	11225	31	14.9	92
Adults 18-34	68560	21705	31.7	28.9	94
Adults 18-49	134233	45159	33.6	60.1	100
Adults 25-54	126601	44159	34.9	58.8	104
Men 18-34	34507	14180	41.1	18.9	122
Men 18-49	66845	29286	43.8	39	130
Men 25-54	62602	28712	45.9	38.2	137
Women 18-34	34053	7526	22.1	10	66
Women 18-49	67388	15873	23.6	21.1	70
Women 25-54	63999	15447	24.1	20.6	72
Occupation: : Professional and Related	30625	10492	34.3	14	102
Occupation: Management, Business & Financial	21586	9252	42.9	12.3	128
Occupation: Sales and Office Occupation	35653	12364	34.7	16.5	103
Occupation: Natural Resources, Construction...	15303	5809	38	7.7	113
HHI\$75,000-\$149,999	60271	23793	39.5	31.7	118
HHI\$60,000-\$74,999	24590	9402	38.2	12.5	114
HHI\$50,000-\$59,999	19110	6811	35.6	9.1	106
HHI\$40,000-\$49,999	20909	6688	32	8.9	95
HHI\$30,000-\$39,999	22797	6468	28.4	8.6	84
Census Region: North East	41643	15331	36.8	20.4	110
Census Region: South	81837	26072	31.9	34.7	95
Census Region: Midwest	49841	18509	37.1	24.6	111
Census Region: West	50350	15206	30.2	20.2	90
Bassmaster Average Audience	3818	1767	46.3	2.4	138
Teen Vogue Average Audience	3289	661	20.1	0.9	60

A. This is the total population of adults 18+. It's based on the U.S. Census data at the time of the survey. The total number of adults 18+ was 223,672,000.

"The total population of men 25-54 yrs of age was 62,602,000 in 2008."

-->Add three '000 to the number!

B. Projected: "Out of the population of men 25-54, a projected **28,712,000** watched weekend pro football on TV one or more times a month. "

-->Remember to add three '000 to the number.

C. Percent Across: "Of the men who were 25-54, **45.9%** watched weekend professional football on TV one or more times a month."

-->To calculate: 28712 (men, 25-54 who watch FB) by 62602 (total pop of men 25-54).

D. Percent Down: "Out of the total population of adults 18+ who watched weekend pro football, **38.2%** were men 25-54. "

-->Calculate by dividing 28712 (men 25-54 who watch FB) by 75117 (total adults who watch FB).

E. Index: The index of 137 shows: "**Men who are 25-54 were 37% more likely than the population as a whole to watch weekend pro FB...**" Calculate the Percent Across for Men 25-54 who watch FB, by the Percent Across for the total, or 45.9% by 33.6%.

Scroll down and find out about media use for this activity: TV, magazine, and Internet sites.

Note: if you see an asterisk* the sample size is less than 50