



NEWS RELEASE [2000-II-111]

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PROFESSIONAL WOMEN'S SPORTS ATTRACTS
55 PERCENT OF ADULTS AS FANS

PHOENIX, Ariz. (June 8, 2000) – Over half of consumers here consider themselves to be fans of one or more professional women's sports, including 17 percent who rate themselves to be "avid" in their interest.

Women's professional basketball has the largest overall fan base (34%) followed by golf at 26 percent and women's professional soccer at 19 percent.

It is interesting to note that while about equal proportions of men and women consider themselves to be "avid" fans of women's pro sports, men are somewhat more likely to be fans than are women (50%), a finding that may trace to men's historically greater interest in sports in general.

The findings in this report are based on a survey of 600 adults throughout metro Phoenix, conducted between May 13th and 21st by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series which began in 1969. For more information you may visit www.brcpolls.com.

There is also a noticeable increase of interest in women's professional sports among older consumers and especially among retirees and minorities.

EDITOR’S NOTE: This Rocky Mountain Poll - Arizona (2000-II-11), is based on 600 interviews with adults throughout metro Phoenix between May 13 and 21, 2000. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with 95 percent certainty that the results have a statistical precision of plus or minus 4.8 percentage points of what they would have been had the entire voter population been surveyed.

The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

BELOW: Statistical table.

STATISTICAL DATA

Behavior Research Center
 Rocky Mountain Poll - Arizona
 RMP 2000-II-11

You may read this and other polls at www.brcpolls.com.

“Do you consider yourself to be an avid fan, a casual fan or not a fan of the following professional sports?”

	Avid Fan	Casual Fan	(TOTAL)
Women’s professional . . .			
Basketball	9%	25%	(34%)
Golf	5	21	(26)
Soccer	4	15	(19)
Any other professional women’s sport*	9	18	(27)

*Most common mentions included tennis, swimming/diving, softball, figure skating and field and track.

Proportion Interested in Any Women’s Professional Sport

	Avid Fan	Casual Fan	(TOTAL)
Total	17%	38%	(55%)
Men	17	44	(61)
Women	17	33	(50)
Under 35	17	35	(52)
35 to 54	15	36	(51)
55 +	19	44	(63)
Retirees	21	47	(68)
White	13	40	(53)
Hispanic	25	36	(61)
Other	37	28	(65)