**Online Appendix For More than a Game: Football Fans and Marriage Equality**

**Table 1A: Support for Same-Sex Marriage, by Treatment Assignment and Level of Interest in Sports, Super Bowl Experiment**

**(% supporting marriage equality)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Recycling Paragraph**  **(A)** | **Anonymous Paragraph**  **(B)** | **Professional Athletes Paragraph**  **(C)** | | **Difference between Athletes and Recycling**  **(C-A)** | **Difference between Athletes and Anonymous**  **(C-B)** | **Chi-Squared** |
|  | 68.53%  (98/143) | 71.83%  (102/142) | 76.60%  (108/141) | | 8.1 %-pts.  (S.E. = 5.3) | 4.77 %-pts.  (S.E. = 5.2) | 2.3289  (Pr = 0.312) |
| Sports Fan Index | | | | | | | |
| Low | 76.32  (58/76) | 75.00  (51/68) | 84.38  (54/64) | | 8.5  (S.E. = 6.8) | 9.4\*  (S.E. = 7.0) | 2.0059  Pr = 0.367 |
| High | 59.70  (40/67) | 68.92  (51/74) | 70.13  (54/77) | | 10.4\*  (S.E. = 8.0) | 1.2  (S.E. = 7.5) | 2.0402  Pr = 0.361 |
| By Level of Interest in Professional Sports | | | | | | | |
| Interest in Sports = 1 (low) | 80.56  (29/36) | 80.00  (24/30) | 87.88  (29/33) | | 7.3  (S.E. = 8.9) | 7.9  (S.E. = 9.3) | 0.8913  Pr = 0.640 |
| = 2 | 66.67  (20/30) | 66.67  (18/27) | 90.91  (20/22) | | 24.2\*  (S.E. = 11.6) | 24.2\*  (S.E. = 11.7) | 4.7800  Pr = 0.092 |
| = 3 | 75.00  (21/28) | 65.52  (19/29) | 66.67  (22/33) | | -8.3  (S.E. = 11.9) | 1.1  (S.E. = 12.2) | 0.7178  Pr = 0.698 |
| = 4 | 54.17  (13/24) | 68.00  (17/25) | 73.08  (19/26) | | 18.9  (S.E. = 13.6) | 5.1  (S.E. = 13.0) | 2.0882  Pr = 0.352 |
| Interest in Sports = 5 (high) | 60.00  (15/25) | 77.42  (24/31) | 66.67  (18/27) | | 6.7  (S.E. = 13.6) | 10.8  (S.E. 11.9) | 2.0270  Pr = 0.363 |
| By Frequency of Choosing to Watch Sports on TV (SportsChoice) | | | | | | | |
| Frequency = 1 (Never) | 76.67  (23/30) | 87.10  (27/31) | 89.66  (26/29) | | 13.0  (S.E. = 9.8) | 2.6  (S.E. = 8.4) | 2.1470  Pr = 0.342 |
| = 2 (Rarely) | 72.09  (31/43) | 66.67  (26/39) | 78.79  (26/33) | | 6.7  (S.E. = 10.1) | 12.1  (S.E. = 10.6) | 1.3079  Pr = 0.520 |
| = 3  (Sometimes) | 63.26  (24/38) | 56.76  (21/37) | 75.68  (28/37) | | 12.5  (S.E. = 10.7) | 18.9\*  (S.E. = 10.9) | 3.0210  Pr = 0.221 |
| = 4  (Often) | 66.67  (14/21) | 84.00  (21/25) | 67.74  (21/31) | | 1.1  (S.E. = 13.5) | 16.3  (S.E. = 11.6) | 2.3790  Pr = 0.304 |
| = 5  (All the time) | 54.55  (6/11) | 70.00  (7.10) | 63.64  (7/11) | | 9.1  (S.E. = 21.9) | 6.4  (S.E. = 21.6) | 0.5430  Pr = 0.762 |
| By Frequency of Watching Professional Sports (WatchProfSports) | | | | | | | |
| 1=Never | 85.19  (23/27) | 80.00  (16/20) | | 92.00  (23/25) | 6.8  (S.E. = 9.0) | 12.0  (S.E. = 10.3) | 1.3688  Pr = 0.504 |
| 2=Rarely | 71.43  (30/42) | 72.09  (31/43) | | 82.35  (28/34) | 10.9  (S.E. = 9.9) | 10.3  (S.E. = 9.8) | 1.4490  Pr = 0.485 |
| 3=Once a month | 53.85  (7/13) | 82.35  (14/17) | | 57.14  (12/21) | 3.3  (S.E. = 18.1) | 25.2\*  (S.E. = 15.0) | 3.5155  Pr = 0.172 |
| 4=Once a week | 70.00  (21/30) | 68.42  (13/19) | | 84.00  (21/25) | 14.0  (S.E. = 11.6) | 15.6  (S.E. = 12.8) | 1.8674  Pr = 0.393 |
| 5=A few times per week | 57.89  (11/19) | 65.52  (19/29) | | 71.43  (20/28) | 13.5  (S.E. = 14.3) | 5.9  (S.E. = 12.5) | 0.9227  Pr = 0.630 |
| 6=Every day (or almost every day) | 50.00  (6/12) | 64.29  (9/14) | | 50.00  (4/8) | 0.00  (S.E. = 24.1) | 14.3  (S.E. = 22.6) | 0.6817  Pr = 0.711 |

\*= *p* < .05, one-tailed. Dependent variable is support for same-sex marriage. Sports Fan index is a dichotomous variable constructed by splitting the sum of the three measures of interest in professional sports.   
  
For level of interest, the question was: Do you consider yourself a fan of sports, either because you play a sport yourself or because you watch them, either live or on television? This can include professional sports, amateur sports, college sports, etc. How accurately does the phrase, “I am a fan of sports” describe how you feel about them? (Response options: Clearly does not describe my feelings; Mostly does not describe my feelings; Somewhat describes my feelings; Mostly describes my feelings; or Clearly describes my feelings.)

For choosing to watch sports, the question was: If you had the option of watching a sporting event or another television show (i.e. a situation comedy, reality TV, etc.), how often would you choose to watch the SPORTING EVENT over another choice? (Response options: Never, rarely, sometimes, often, or all the time.)  
  
For frequency of watching sports, the question was: Some people enjoy watching professional sports like the National Football League (NFL), Major League Baseball (MLB), the National Basketball Association (NBA), or one of many other sports. What about you? How often do you watch professional sporting events? (Response options: Never, Rarely, Once a month, Once a week, a few times per week, or every day (or almost every day).

**Table 2A: Support for Hypothetical Ballot Measure, by Treatment Assignment and Level of Interest in Sports, Super Bowl Experiment (% would vote yes)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Recycling Paragraph**  **(A)** | **Anonymous Paragraph**  **(B)** | **Professional Athletes Paragraph**  **(C)** | | **Difference between Athletes and Recycling**  **(C-A)** | **Difference between Athletes and Anonymous**  **(C-B)** | **Chi-Squared** |
|  | 62.24%  (89/143) | 61.27%  (87/142) | 70.21%  (99/141) | | 8.0  (S.E. = 5.6) | 8.9  (S.E. = 5.6) | 2.9787  Pr = 0.226 |
| Sports Fan Index | | | | | | | |
| Low | 73.68  (56/76) | 64.71  (44/68) | 76.56  (49/64) | | 2.9  (S.E. = 7.4) | 11.9  (S.E. = 7.9) | 2.5286  Pr = 0.282 |
| High | 49.25  (33/67) | 58.11  (43/74) | 64.94  (50/77) | | 15.7\*  (S.E. = 8.2) | 6.8  (S.E. = 8.0) | 3.6162  Pr = 0.164 |
| By Level of Interest in Professional Sports | | | | | | | |
| Interest in Sports = 1 (low) | 77.78  (28/36) | 70.00  (21/30) | 75.76  (25/33) | | -2.0  (S.E. = 10.3) | 5.8  (S.E. = 11.4) | 0.5512  Pr = 0.759 |
| = 2 | 70.00  (21/30) | 59.26  (16/27) | 81.82  (18/22) | | 11.8  (S.E. = 12.3) | 22.56\*  (S.E. = 13.1) | 2.9201  Pr = 0.232 |
| = 3 | 60.71  (17/28) | 51.72  (15/29) | 66.67  (22/33) | | 6.0  (S.E. = 12.5) | 14.9  (S.E. = 12.5) | 1.4445  Pr = 0.486 |
| = 4 | 41.67  (10/24) | 64.00  (16/25) | 73.08  (19/26) | | 31.4\*  (S.E. = 13.5) | 9.1  (S.E. = 13.2) | 5.3803  Pr = 0.068 |
| Interest in Sports = 5 (high) | 52.00  (13/25) | 61.29  (19/31) | 55.56  (15/17) | | 3.6  (S.E. = 14.1) | 5.7  (S.E. = 13.2) | 0.5050  Pr = 0.777 |
| By Frequency of Choosing to Watch Sports on TV (SportsChoice) | | | | | | | |
| Frequency = 1 (Never) | 80.00  (24/30) | 80.65  (25/31) | 75.86  (22/29) | | -4.1  (S.E. = 11.0) | 4.8  (S.E. = 10.8) | 0.2392  Pr = 0.887 |
| = 2 (Rarely) | 67.44  (29/43) | 58.97  (23/39) | 84.85  (28/33) | | 17.4\*  (S.E. = 10.0) | 25.9\*  (S.E. = 10.5) | 5.7984  Pr = 0.055 |
| = 3  (Sometimes) | 55.26  (21/38) | 40.54  (15/37) | 67.57  (25/37) | | 12.3  (S.E. = 11.3) | 27.0\*  (S.E. = 11.3) | 5.4636  Pr = 0.065 |
| = 4  (Often) | 47.62  (10/21) | 68.00  (17/28) | 64.52  (20/31) | | 16.9  (S.E. = 14.0) | 3.5  (S.E. = 13.0) | 2.2573  Pr = 0.323 |
| = 5  (All the time) | 45.45  (5/11) | 70.00  (7/10) | 36.36  (4/11) | | -9.1  (S.E. = 21.9) | 33.6  (S.E. = 21.6) | 2.5091  Pr = 0.285 |
| By Frequency of Watching Professional Sports (WatchProfSports) | | | | | | | |
| 1=Never | 85.19  (23/27) | 75.00  (15/20) | | 84.00  (21/25) | -1.2  (S.E. = 1.2) | 9.0  (S.E. = 12.2) | 0.9149  Pr = 0.633 |
| 2=Rarely | 64.29  (27/42) | 60.47  (26/43) | | 70.59  (24/34) | 6.3  (S.E. = 11.0) | 10.1  (S.E. = 11.0) | 0.8570  Pr = 0.651 |
| 3=Once a month | 53.85  (7/13) | 64.71  (11/17) | | 57.14  (12/21) | 3.3  (S.E. = 18.1) | -7.6  (S.E. = 16.3) | 0.4003  Pr = 0.819 |
| 4=Once a week | 60.00  (18/30) | 57.89  (11/19) | | 80.00  (20/25) | 20.00  (S.E. = 12.4) | 22.1  (S.E. = 13.8) | 3.2296  Pr = 0.199 |
| 5=A few times per week | 47.37  (9/19) | 58.62  (17/29) | | 67.86  (19/28) | 20.5  (S.E. = 15.0) | 9.2  (S.E. = 13.0) | 1.9742  Pr = 0.373 |
| 6=Every day (or almost every day) | 41.67  (5/12) | 50.00  (7/14) | | 37.50  (3/8) | -4.2  (S.E. = 23.5) | -12.5  (S.E. = 23.0) | 0.3678  Pr = 0.832 |

\* = *p* < .05, one-tailed. Dependent variable is support for a hypothetical ballot measure for marriage equality. Sports Fan index is a dichotomous variable constructed splitting the sum of the three measures of interest in professional sports. For details, see note for Table 1A.

**Table 3A: Agreement with Statement against Discrimination based on Sexual Orientation, Michael Sam/Roger Goodell Experiment**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Control  (Anonymous) | Treatment  (Roger Goodell) | Difference  (S.E.) | Chi-Squared |
| Football Fans | 45.67%  (95/208) | 50.25%  (101/201) | 4.58 %-pts.  (S.E. = 4.9) | 0.8575  Pr = 0.354 |
| Non-Football Fans | 32.02%  (73/228) | 25.29%  (44/174) | -6.73 %-pts.  (S.E. = 4.6) | 2.1664  Pr = 0.141 |

Note: The fan question read: On a scale of one to five, how interested are you in professional football? (Response options, randomly reversed: not interested at all; slightly interested; moderately interested; very interested; extremely interested.)

**Table 4A. Support for Marriage Equality, Green Bay Packers Experiment**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Control  (Jay-Z Prime) | Treatment  (LeRoy Butler Prime) | Difference  (S.E.) | Chi-Squared |
| All  (N=306) | 62.67% | 69.23% | 6.56  (S.E. = 5.42) | 1.4686  Pr = 0.226 |
| Packers Fans (N=111) | 63.16% | 77.78% | 14.62\*  (S.E. = 8.65) | 2.8371  Pr = 0.092 |
| Non-Packers Fans  (N=195) | 62.37% | 64.71% | 2.34  (S.E. = 6.93) | 0.1151  Pr = 0.734 |

Note: The fandom question read: “Thinking specifically now about the Green Bay Packers, which of the following best describes how you feel about the team? (Response options: I’m a huge fan, I’m somewhat of a fan, I’m not much of a fan, or I’m not at all a fan.) \* = *p* ≤ .05, one-tailed.

**Table 5A. Support for Marriage Equality, Green Bay Packers Experiment, Logit Models**

|  |  |  |
| --- | --- | --- |
|  | Packers Fans (N=108)  (S.E.) | Non-Packers Fans (N=188)  (S.E.) |
| Treatment (LeRoy Butler) | 1.317\*  (.553) | .069  (.331) |
| Age | -.088\*\*  (.022) | .001  (.013) |
| Gender | -1.033\*  (.528) | -.399  (.343) |
| Renter | -.745  (.555) | -.683  (.373) |
| Education | .186  (.224) | -.138  (.160) |
| Republican | -2.007\*  (.856) | -1.793\*\*  (.430) |
| Other PID | -.466  (.575) | -1.250\*\*  (.415) |
| Constant | 4.107\*\*  (1.088) | 2.490\*\*  (.724) |

Note: \* = *p* ≤ .05, \*\* = *p* ≤ .01, two-tailed. Dependent variable is coded 1 = supports marriage equality, 0 = else; Age is in years; Gender is coded 1=male, 2=female; Renter is coded 0=own home, 1=renter; Education is an ordinal variable coded from 1=less than high school diploma to 7=graduate/professional degree; Republican and Other PID are dummy variables for partisanship (Democrats are the omitted category).