

American Views on Sportsmanship



Representative Survey of 1,000
Americans

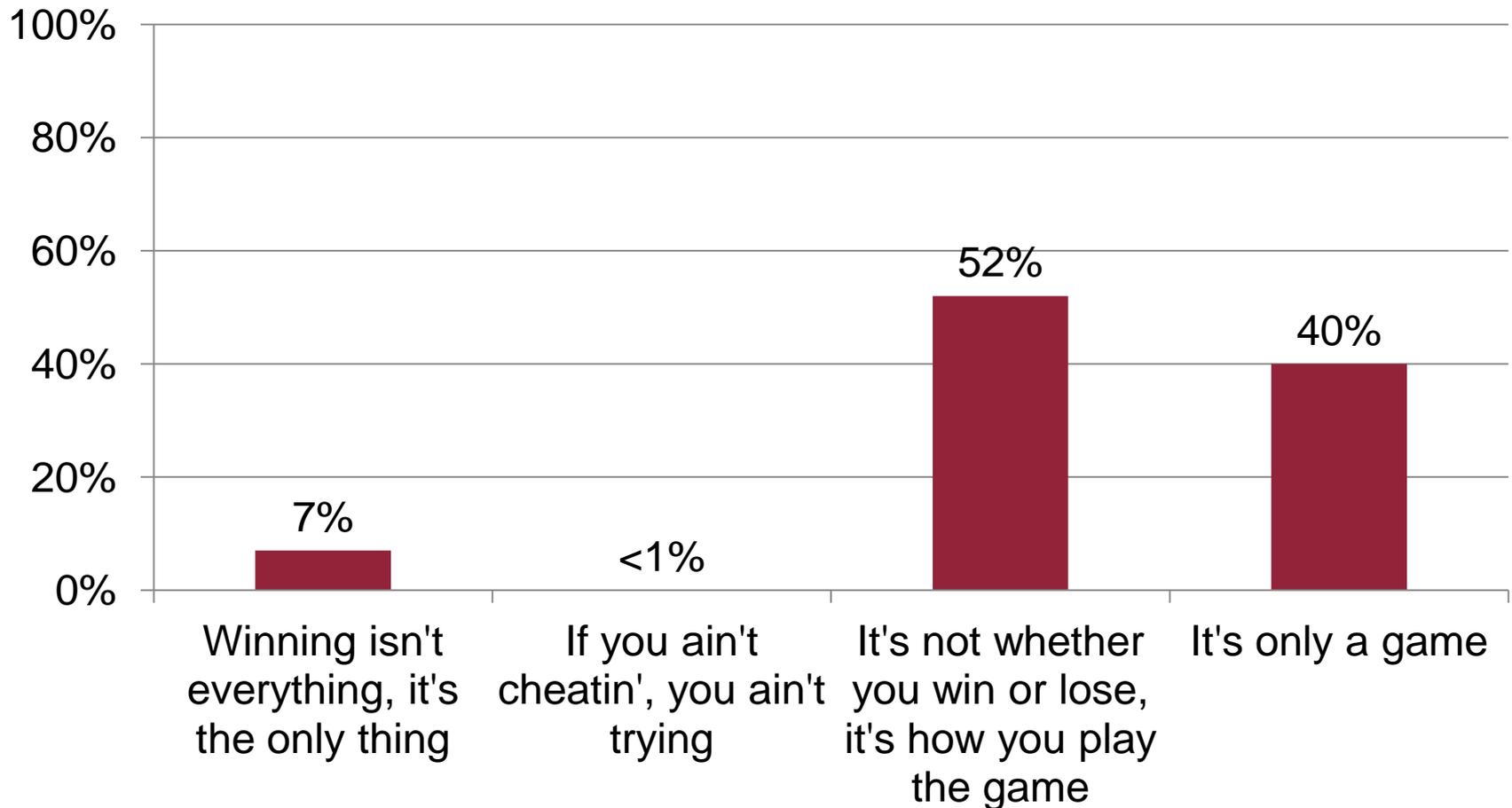
Methodology

LifeWay Research conducted the study Sept. 27 – Oct. 1, 2016. The survey was conducted using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, GfK provides at no cost a laptop and ISP connection.

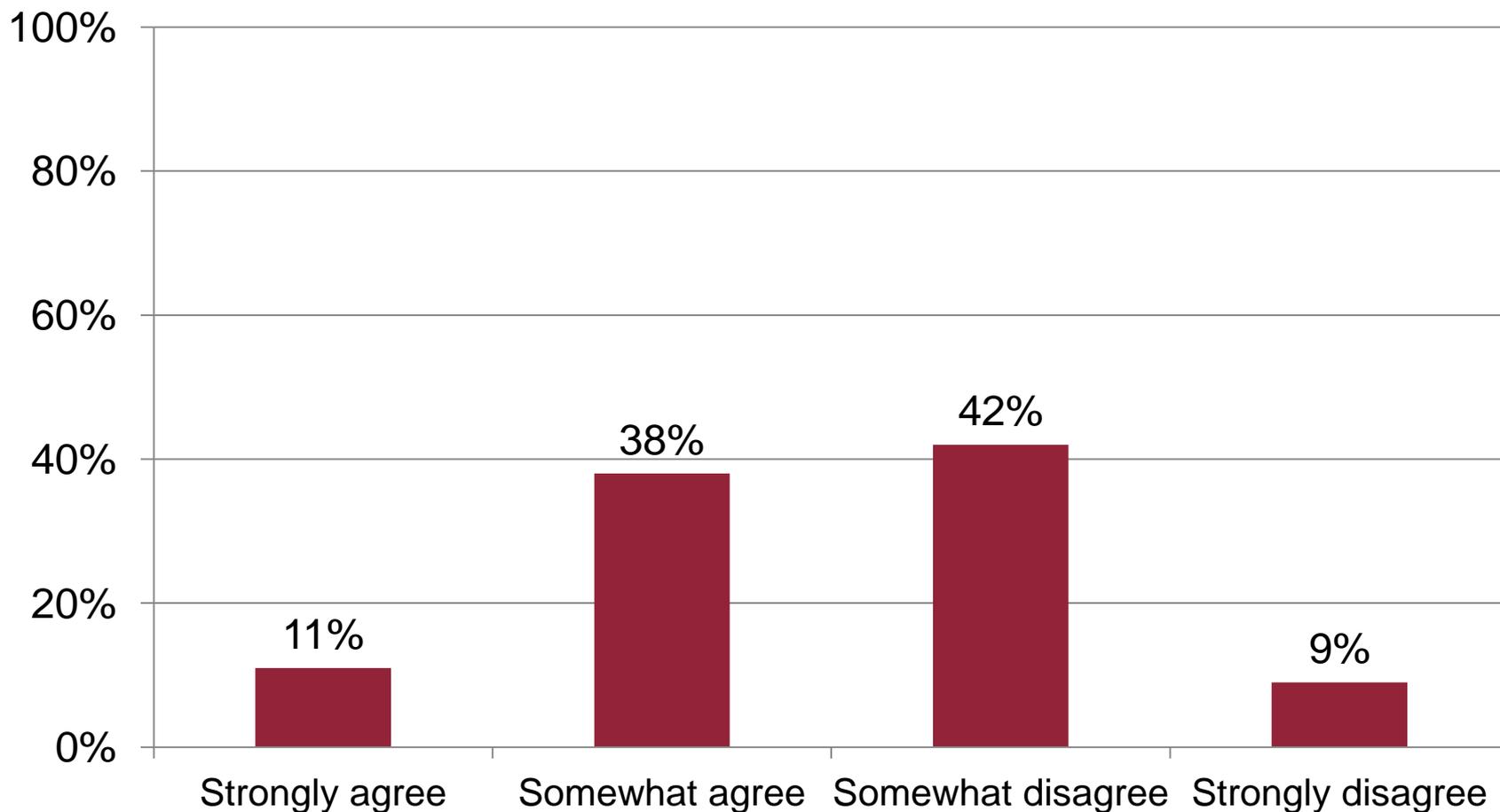
Sample stratification and weights were used for gender, age, race/ethnicity, region, metro/non-metro, education, and income to reflect the most recent US Census data. The completed sample is 1,000 surveys. The sample provides 95 percent confidence that the sampling error does not exceed plus or minus 3.1 percent. Margins of error are higher in sub-groups.

Survey Responses

Over half selected “It’s not whether you win or lose, it’s how you play the game”



50% believe that good sportsmanship is rarely exhibited in American sports today



Significant Differences

Gender
Region
Age
Ethnicity
Education Level
Religious Preference
Denomination
Evangelical Beliefs
Religious Service Attendance

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among gender, region, age, ethnicity, and education.

Gender	Region	Age	Ethnicity	Education
Male	Northeast	18-24	White, Non- Hispanic	High School graduate or less
Female	Midwest	25-34	Black, Non- Hispanic	Some college
	South	35-44	Hispanic	Bachelor's Degree
	West	45-54	Other Ethnicities	Graduate Degree
		55-64		
		65+		

Note: Region is defined by US Census locations

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among religious preference, denomination, Evangelical Beliefs, and religious service attendance.

Religious Preference	Denomination	Evangelical Beliefs	Religious Service Attendance
Christian*	Catholic	Yes	Attending at least once a month
Other Religions	Protestant Christian	No	Attending less than once a month
No religion			

*includes Catholic, Protestant, Nondenominational, and Orthodox

Evangelical Beliefs

- Evangelical Beliefs are defined using the NAE LifeWay Research Evangelical Beliefs Research Definition based on respondent beliefs
- Respondents are asked their level of agreement with four separate statements using a four-point, forced choice scale (strongly agree, somewhat agree, somewhat disagree, strongly disagree). Those who strongly agree with all four statements are categorized as having Evangelical Beliefs
 - The Bible is the highest authority for what I believe
 - It is very important for me personally to encourage non-Christians to trust Jesus Christ as their Savior
 - Jesus Christ's death on the cross is the only sacrifice that could remove the penalty of my sin
 - Only those who trust in Jesus Christ alone as their Savior receive God's free gift of eternal salvation

“Which of the following statements best describes your philosophy of sports?”

- Those in the South (11%) are more likely to select “Winning isn’t everything; it’s the only thing” than those in the Midwest (5%) and West (5%)
- Those in the West (58%) are more likely to select “It’s not whether you win or lose, it’s how you play the game” than those in the South (50%)
- Those age 18-24 (14%) and 25-34 (15%) are more likely to select “Winning isn’t everything; it’s the only thing” than those 35-44 (7%), 45-54 (5%), 55-64 (2%), and 65+ (4%)
- Those age 45-54 (59%) are more likely to select “It’s not whether you win or lose, it’s how you play the game” than those 18-24 (46%)
- Those age 55-64 (46%) are more likely to select “It’s only a game” than those 25-34 (34%) and 45-54 (35%)
- Those with some college (43%) are more likely to select “It’s only a game” than those with a Bachelor’s degree (33%)
- Nonreligious (46%) are more likely to select “It’s only a game” than Christians (37%)
- Those with Evangelical Beliefs (32%) are less likely to select “It’s only a game” than those without Evangelical Beliefs (42%)

“Which of the following statements best describes your philosophy of sports?” (continued)

- Those who attend a religious service once a month or more (59%) are more likely to select “It’s not whether you win or lose, it’s how you play the game” than those who attend a religious service less than once a month (49%)
- Those who attend a religious service once a month or more (33%) are less likely to select “It’s only a game” than those who attend a religious service less than once a month (44%)

“Good sportsmanship is rarely exhibited in American sports today.”

- Those age 25-34 (53%), 35-44 (50%), and 65+ (56%) are more likely to Agree than those 18-24 (37%)
- Those who are high school graduates or less are the most likely education category to Agree (58%)
- Those with Evangelical Beliefs (60%) are more likely to Agree than those without Evangelical Beliefs (47%)
- Those who attend a religious service once a month or more (56%) are more likely to select than those who attend a religious service less than once a month (46%)

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